

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. F. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXXVIII. NEW YORK, JANUARY 1, 1902. No. 1.

The Philadelphia RECORD  
has a great many more con-  
tracts for advertising local  
stores than any other Phil-  
adelphia paper.

*This is because the RECORD brings more buyers than any other paper. It has the most readers because it suits the most people.*

Circulation, 185,000.

Rate: daily and Sunday, 25 cents per  
line, subject to contract discounts.

New York Office:  
185 World Building.

Advertising Manager,  
Philadelphia.

Chicago Office:  
1210 Eoyce Building.

# THE NORMAL CONDITION

of business in Birmingham, Ala., is one of boom, it being the most favored spot on earth for the great iron manufacturing industry. The normal condition of

*See*

# THE BIRMINGHAM NEWS

is also one of boom, as *may be seen*  
from the following table of *DEG 1901 1902*

## Average Daily Sworn Circulation.

October, 1900....	10,893	April, 1901....	12,035
November, " ....	11,105	May, " ....	11,901
December, " ....	10,800	June, " ....	12,393
January, 1901....	10,826	July, " ....	12,582
February, " ....	11,454	August, " ....	12,333
March, " ....	11,966	September, " ....	13,050

THE NEWS is the largest daily paper in the State of Alabama, and has more than double the circulation of any other paper in Birmingham.

## MAY WE HAVE YOUR ORDER?

**J. E. VAN DOREN SPECIAL AGENCY,**  
PUBLISHERS' DIRECT REPRESENTATIVE,

407-410 TEMPLE COURT,  
NEW YORK.

1105-1108 BOYCE BUILDING,  
CHICAGO.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXXVIII.

NEW YORK, JANUARY 1, 1902.

NO. 1.

## SCHOOLS OF ADVERTISING.

THE OPINIONS OF ARTEMAS WARD  
AND CHARLES AUSTIN BATES—  
ALSO THE VIEWS OF ADVERTISING  
AGENCIES ON THE SUBJECT.

"I am a young man. I have a fair education, and am desirous of taking up advertisement writing as a profession. Can I learn it in an advertising school? And which one is the best?"

Periodically the editor of PRINTERS' INK receives inquiries of the above nature. Usually he reflects profoundly, re-reflects, and then gives his opinion: "An advertising school may teach a young man to write ads, but it cannot furnish him brains." Which is as true as it is platitudinous.

The school of advertising was invented about three years ago, since when it has multiplied. It appears to be thriving. It uses costly space in many mediums, uses it regularly and uses it ably. If there is any truth in the *New York Journal's* axiom, "Only the successful can keep on advertising," it stands to reason that the advertising school must be furnishing the country with a certain number of graduates annually. Furthermore, the part played by these graduates in the world of practical advertising ought to be the prime argument for or against the advertising school and its product.

A canvass of some of the New York agencies revealed the fact that the graduate is not a factor among the men employed by them in the actual work of advertising. But he is a factor among the men who seek to be employed, and the advertising agencies have very pronounced views upon him. The New York advertising agency is continually searching the uttermost reaches of the land for the

men that it wants—the men who know advertising in its many phases, and who are capable of handling it ably. It wants men who have initiative, brains, ideas, knowledge of circulations, ability to plan and execute campaigns, and—above all—men who have learned these arts for themselves. It does not want to teach men how to advertise, nor does it look favorably upon the man who has been taught. It requires that the novice shall go apart somewhere, study advertising for himself (perhaps as an advertiser or advertising manager for some establishment in "the provinces") and then come to New York with his wings full-feathered. It selects adwriters as editors select reporters, or as a magazine selects contributors—by taking those who have "arrived" and can point to deeds performed. It does not want scholars, but men who have the instinct for advertising fully developed.

New York agencies and advertising men regard the graduate of the advertising school in sorrow and protest. It is hard, they think, that he should pay his good money for being taught things that leave him far from the real road to an advertising career. Furthermore, they know that the average graduate can only become an advertising man by a miracle, not being mentally fitted for the work.

Artemas Ward holds positive views upon the advertising schools, for his position as advertising manager for Sapolio brings him into peculiar relations with the graduate.

"Every week, at the office of Sapolio, I receive letters that run, briefly, about as follows: 'My Dear Sirs: I have noticed that your ads are not what they should be of late. I would be glad to improve

them for you. If you will mail me full particulars of your present expenditure I will be pleased to quote you rates for taking charge of your newspaper, magazine, street car and billboard advertising in every detail.'

"I presume that every advertiser receives similar letters. In one week I have received several couched in the same words, for the schools furnish a form to be copied. It is part of the course. I will not question the honesty of those who conduct these schools, but I have no faith whatever in their ability to teach a man how to advertise—or even write advertisements, which is a small detail. Advertising is a whole, just as life is a whole. You can teach a man arithmetic, but you cannot teach him how to make his salary last a week. If I were asked to name the main principle of advertising I should say, Decent Judgment. The young man who has not enough decent judgment to keep him from sending his money for so flimsy a return as these schools offer in their literature, has not enough of the quality to make him an advertiser or an advertiser. Not long ago I made the mistake of picking one of their booklets to pieces in *Fame*, whereupon they used my corrections in a new edition—or, in other words, after I had shot their booklet full of holes they used it for point lace. A bright, receptive boy might construct a general theory of advertising out of their second-hand ones, but if left to himself he would construct it upon the Book of Job or Shakespeare's plays. As for the dull young man who pays his money, you will agree with me, I think, that the proprietors of schools who undertake to teach him what he is obviously not capable of learning ought to be locked up. I have seen much of this young man in my correspondence, and I don't know whether he is more laughable than pathetic. It is a crime to take his money, just as it is a crime to take money for telling the fortunes of scrub-women."

Charles Austin Bates has a more optimistic view of the schools, though confessing that

his experience of their graduates has been somewhat limited.

"It seems to me that there is every reason why an advertising school course should do a young man some good. In the first place, advertising is a business that requires, more than anything else, capacity for hard work. Genius is not needed. The genius is not a desirable fellow to have about an advertising agency, for he is under the impression that he has been mysteriously endowed with the ability to write ads, consequently he will not work so hard or patiently as the plodder. The steady plodder is the man who succeeds in advertising, as in most other things. There is almost nothing that cannot be learned about advertising. One of the most important details is knowledge of its mechanical side—the knowledge that a 13-em column will not take a 14-em electrotpe. Of course, I do not want to undervalue the actual writing. But the writing of clear advertising English is a trade, and can be learned. The plodder will master it.

"I have a large force of men here, and in getting them together I have practically conducted a school of advertising. I have learned that a man who has a knowledge of the printing business generally has a good foundation to begin upon. Newspaper men are not so desirable. They may know more about writing, but they are not trained to accuracy, which is a vital part of advertising.

"There are many things to learn, however, and the advertising school can teach only a few. The rest come through experience, and no man ever learned all there is to know. An advertising man needs to know a great deal more than a physician. If I were a young man beginning advertising I would take a course in an advertising school, paying my thirty dollars, which is the fee, I believe. I am sure that I would learn thirty dollars' worth. You can't expect to learn much for thirty dollars—nor in six months. Then I would take a course in another school, and perhaps another,



studying ads meanwhile. Yes, I would read **PRINTERS' INK**—and *Current Advertising*, which we are rather proud of over here."

Mr. Bates, however, struck the one note of toleration for advertising schools. About a dozen other agencies and advertisers were visited, and in all the graduate is held in slight regard.

An invitation to furnish their side of the question was sent to certain advertising schools, but none responded with outlines of their courses. Some sent literature that is used in securing pupils, which was almost evenly bad—written in weak, poorly constructed English and showing little taste or grasp of advertising principles. The summing-up of present day advertising conditions was wholly erroneous.

The youth who is fitted to be an advertising man is usually unmistakable. There is almost no danger whatever of confounding him with the youth who is not. Occasionally a young man who seems to be neither will develop surprising ability under the hard drill of an agency, but as a rule the one whom the agency wants has the power to attract its attention. Practically all of the men who are in the New York advertising field to-day have come from afar, first attracting attention by their work. Mr. Bates' galaxy in particular contains several bright stars from Galesburg, Illinois, and is a fair example. The youth born to advertising, or who adapts himself to it by work and intelligent study, bears unmistakable labels. He has new ideas and new ways of doing old things. He seems to know many tricks that he was never taught, nor even took the trouble to learn, and has a knack at being just a shade or two ahead of everybody else in developing new methods. He is the sort of youth who frequently escapes the agency altogether by beginning advertising on his own hook and building a business upon it. There are successful men in New York who began their careers with advertising space secured on credit.

The studies comprised in the course of an advertising school

can be taken up gratis by any intelligent young man—or woman. Writing can be learned by practice, study of some books, such as Arlo Bates' "Talks on Writing English," or a concise, practical rhetoric. The mysteries of type display can be learned in a printing office or from ads. The theories of advertising printed in advertising journals are far more advanced than those followed in the literature of advertising schools, while the experience contained in the interviews published in **PRINTERS' INK** is that of men who are in actual touch with advertising in all its phases. The vast sea of abominably weak, ineffective advertising printed every day offers the best possible opportunity for a man who has new views and methods, or one who can even copy old methods successfully. Unless he lives at the North Pole or in Dahomey he will have little trouble in making a beginning. Let him invest his thirty dollars in advertising journals, books, pencils and paper, work hard, study humbly and fit himself into one of the many small niches that are waiting for him everywhere. Once he has got to writing practical advertising, let him mail his pet work to a competent critic, profiting by his approval, condemnation and advice. Above all, let him know at the very outset of his career that advertising is not a royal road to a fat salary and light work, but a calling that has as much hard grinding in it as any other. Taken up listlessly it will prove as sore a disappointment as would law or painting or ditch-digging, but taken up as something that demands the whole heart and brain and time of an energetic man it will pay as high a reward as any profession. In some notable cases it has paid higher.

#### UNLIKE POETS.

Adwriters are made, not born. A brain of ordinary intelligence, coupled with keen perception and a facile pen: these are the tools of the adwriter, and they must be used together. Singly they are useless.—*Progressive Advertising, London.*

BEFORE you begin to push business find out what you will do in advertising.—*Publicity by Specialists,*

## THE SENTENCE-PARAGRAPH.

There is something perennially attractive about the style of writing that allows one sentence to each paragraph.

Perhaps it is but a clever typographical trick.

It certainly lures a reader on and on, until he has read thrice as much matter as he would have read in long, complex paragraphs.

It is almost as attractive as that other typographical trick of separating paragraphs with a neat ornament.

Both afford breathing spaces to the reader.

Each puts him under the illusion that he can stop whenever he wants to—that he does intend to stop at the next paragraph—or the next.

But each clutches him with a firm hold, and keeps him until he has reached the very end.

This style also has the merit of being easily written.

The very breathing places that make it easy reading are of use to the writer.

Instinctively he writes short, clear sentences, taking breath at each one, putting in plenty of commas.

He is never lost in a maze of words, but knows exactly where he is going at each step in his composition.

His sentences become, by some mystic bit of psychology, short, terse statements of fact.

And short, terse statements of fact are sure safeguards against rhetorical floundering.

It is a very old style, for it was used in the Book of Job.

And it is a very new style, for it gave strength to the work of Walt Whitman and Victor Hugo.

Incidentally it has been used by Elbert Hubbard.

A style that has been of service to four such writers ought to be a very good style for an adwriter.

A booklet written thus is certain to be right.

There is almost no chance what-

ever of it being dull; absolutely no chance whatever of it being obscure.

One of the writing tricks hardest to master is that of connecting each sentence with its neighbors.

In this style there are no connections.

And the breathing places hide the lack of them.

For very small ads the sentence-paragraph is, of course, out of the question.

But for moderately long ones (even six-inch single column) it is as economical as the long paragraph.

The white space merely represents so many useless words left out.

A style that translates useless words into fair white space can never be wrong.

Again, the ornaments between the sections can be made to illustrate the text.

See how ably this is done on the editorial page of *Life*.

Furthermore, if there is scant space, an ad can still be written in this fashion. Then, with a half-dozen strokes of the pencil the gaps can be closed up and the whole thing compacted into a solid paragraph. Thus the sense-killing connectives are cheated in a wholly different way. And when they have once been left out they are never missed. So, upon the whole, it is a style worth trying.



"THEY CATCH THE EYE."

Advertising in

The Sun

Yields Large  
Returns.

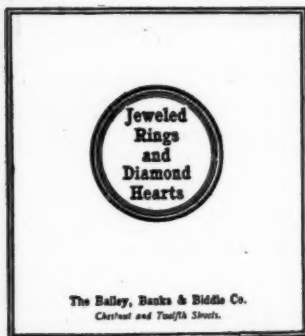
Address

THE SUN, NEW YORK.

## QUAKER CITY POINTERS.

By John H. Sinberg.

The pro-Christmas advertising which attracted most attention in Philadelphia this season was that done by the Bailey, Banks & Biddle Company, jewelers, 12th and Chestnut streets. Their cards usually occupied space of 70 lines across two columns, and, exclusive of the firm's name, the text rarely exceeded a dozen words, which, of course, permitted a predominance of white space, that made the ads stand out exceedingly strong on any page. Here is an advertisement which was printed in the Philadelphia newspapers last Tuesday, and which contains but five words in the body of the announcement. This is a good example of the entire series. The cards attracted widespread comment owing to their uniqueness of style, refined tone and general excellence of appearance:



N. W. Ayer & Sons are getting desirable publicity due to their very attractive calendar for 1902 just issued. The background and main sheet of this calendar are very artistic, enhanced in beauty by tasteful colors. The twelve sheets containing the dates of the months have a restful dark green background, the large figures in white catching the eye at a great distance. In each sheet are epigrammatic sentences, bearing on the possibilities of business during the year.

Drexel Biddle, the book publisher, introduced a novelty in book advertising in Philadelphia a few days ago. He costumed three characters of "Runaway Robinson," written by Charles M. Snyder, and had them parade the streets. They attracted general attention, owing to the quaintness of their attire.

Twenty-seven icicled windows and thirty-two show cases, all brilliantly lighted by electricity and filled with the novelties of Christmas offering, form part of the exterior display of N. Snellenburg & Company's vast department store. Thousands in passing "hesitate and are lost," for these decorations are but vague hints of the superb assortment of Yuletide gifts seen inside. Entering the store the first novelty to attract the eye is an arrangement of huge vari-colored lighted globes, which are made of wire screens and covered with netting, alternating throughout the store with uniquely-shaped Chinese and Japanese lanterns. The decorations, both on the outside and inside, are drawing large crowds of sight-seers.

A new plan of gift-making was advertised the other day by G. P. Snyder & Company, 1314 Chestnut street, local agents for the Sorosis Shoe. For \$3.50, the standard price of a pair of Sorosis shoes, they furnished an engraved certificate which was guaranteed to be honored at any store where Sorosis shoes are sold in any city in the United States, in payment for a pair of shoes or slippers, "any leather, any style, any size at any time the recipient may present it." The certificate made an acceptable Christmas gift, and saved exchange, annoyances of misfits and troubles of choosing for another. This novel scheme proved very successful, and brought many new patrons to Snyder & Company.

Common sense is a better equipment in preparing ads than is a brilliant intellect.

The best style for writing ads is that which embodies the use of short words and short sentences.

## ***Cleveland Grows Fast!***

### ***The Plain Dealer Grows Faster.***

**T**HE Daily Average Circulation for the first week in January, 1901, was **44,785**.

The Daily Average for the last week of September was **55,044**.

### **Daily Gain in Nine Months, 10,259.**

The first Sunday in January was 37,926.

The last Sunday in September was 50,590.

### **Sunday Gain in Nine Months, 12,664.**

The average of the first and last weeks of the period was used instead of the average of January and September, because the average of the entire month of September was made abnormally large by the G. A. R. Encampment and the news of the assassination of President McKinley. The average of the last week of September was normal.

**C. J. BILLSON, Manager,**

**FOREIGN ADVERTISING DEPARTMENT,**

**Tribune Building,  
NEW YORK.**

**Stock Exchange,  
CHICAGO.**

## BOSTON NOTES.

On New Year's evening the Y. M. C. A. proposes to open an exhibition of calendars, and from the collection already secured it is calculated that the unique exhibit will fill the main hall, with the reading and game rooms adjoining. Besides the large array of commercial calendars furnished by the business houses of Boston and other cities there will be a competition in original designs, to which a series of prizes is offered to the young men of the association camera club and members of the classes in free-hand drawing.

Boston is to be invaded shortly by a St. Louis exposition delegation with the avowed purpose of working up New England, as our members of Congress have developed into positive opposition to the fair, as they think it hardly the place to hold the celebration of the Louisiana purchase. It might as well be held on the equator and expect patronage from this latitude. Still, several of our largest advertisers are preparing to make exhibits.

Even classic Boston has the need of a promoter in punctuation, etc. A barber shop whose proprietor is not supposed to know better hangs out this sign: "Five Chairs! Your'e Next." Even school boys point at the apostrophe used so errantly. The second offense is more painful, as it is perpetrated by a Philadelphian, and no less a personage than Mr. Seymour Eaton, of the Booklovers' Library. In gilt letters he boasts that his concern is "the most unique system of libraries." All Boston has been taught that unique cannot be compared.

A man who attends a dinner nowadays and cannot "say a few words" is looked upon piteously. Gen. Charles H. Taylor, of the *Globe*, is much sought after as a speaker on notable occasions. The other evening the toastmaster introduced the general as a self-made man, and when the popular editor arose to respond he said:

"All this talk about self-made men makes me tired. There is only one self-made man in this country, and that one is Dr. Mary Walker."

A crusade is to be inaugurated the first of the year by the residents of our "dry" suburban cities against the placing of so many liquor dealers' cards in the street cars. Already the W. C. T. U. of Malden has taken action and petitioned the general manager of the elevated system to take out the liquor ads in the cars running into that suburb. The space or privilege is owned by M. Wineburgh & Company, 250 Broadway, New York, and no restrictions as to the kind of ads is mentioned in the contract.

Publisher E. A. Grozier must be pretty sure of his ground in making this proposition: "The Boston Post offers \$25,000 in cash, or space, as preferred, to any one who may make an examination and find that the daily Post does not sell every morning more copies than the Boston Herald and Globe combined."

## NEWSPAPER HEADING ILLUSTRATED.



BASE BALL CHAT.



# Another Chapter of Results!

THE ABILENA CO.

OWNERS OF  
ABILENA MINERAL WATER.

The Only American  
Cathartic Water

## ABILENA

Abilene, Kansas, 9/14/1901.

P. H. HALLIDAY, President,  
J. M. SMITH, Vice-President,  
W. E. CLARK, Cashier and Clerk.

Mr. R. R. Whitman,  
Kansas City Journal,  
Kansas City, Mo.

Dear Sir,-

It gives us pleasure to express our appreciation of  
The Journal as an Advertising medium. As you know, we first launched  
our Abilena Natural Mineral water on the market in January of  
the present year.

Our advertising since that time has been confined to the  
Kansas City Journal, and our business in the short space of eight  
months has grown to proportions greatly exceeding our expectations.

The Journal must have credit for the results, as it has  
been the only medium utilized, and for the last three months the  
monthly increase in our sales has been practically 100 per cent.

Very truly yours,

The Abilena Company,

C. L.

*H. E. Eason* Sec'y.

## THE KANSAS CITY JOURNAL

Daily and Sunday, over 50,000.

Weekly, over 140,000.

Largest Daily, Sunday and Weekly circula-  
tion of any newspaper, morning or evening, in  
any other city in the United States, the size  
of Kansas City.

THE J. E. VAN DOREN SPECIAL AGENCY,

PUBLISHERS' DIRECT REPRESENTATIVES,

EASTERN OFFICES,

407-10 Temple Court, New York.

WESTERN OFFICES,

1104-5 Boyce Bldg., Chicago.

### ELECTRIC ADVERTISING CLOCKS.

The United States Electric Clock Company has been incorporated under the laws of New York with a capital of \$500,000. The offices and salesroom are at 102 Fulton street. The officers of the concern say that their object is to manufacture and sell clocks that, while operated on the old "weight" principle, will have that weight automatically and electrically controlled. The chief object of this is to do away with the necessity of winding.

In a conversation with Mr. Joseph Dellafeld, the vice-president and general manager of the company, he told the writer that, although it was the intention of the concern to manufacture clocks for general sale and ordinary usage, it was also part of their scheme to place the clocks in hotels and public stores, where they can be seen by crowds and admired as "electric" clocks. The works, or movement, will be in a glass case open to view on three sides, and the lower part of these three sides will be rented out as advertising space to those desiring such a method of publicity, the charge for the space being one cent per day for each side. Each clock would thus yield a revenue of about \$11 a year, and as it is contemplated to put out a few thousand clocks the aggregate profits are likely to be large.

These "electric" clocks intended for such advertising purposes will only be loaned to the stores and hotels, and as the new arrangement of the old principle or movement allows the clock to run for a whole year without being touched, the cost to the owners will be almost nil, and the clocks will almost pay for themselves the first year. If the company puts out all that it proposes to do—100,000 clocks throughout the country—the receipts would be over a million dollars a year.

Three dollars and sixty-five cents a year would not be considered an out-of-the-way advertising expenditure for one "stand" even by the smallest advertiser, and when he remembers that his

ad would always be "on time" he ought to feel satisfied with the investment. But it remains to be seen just what class of advertisers will take up the medium. At first the very novelty of the "electric" clock will surely interest the crowds in busy places, and when the newness wears off these time-pieces will receive no more attention than the ordinary public clocks.

Nevertheless, though the scheme of publicity looks very simple and inexpensive, and really is so to the advertiser, it can be easily seen that if operated extensively it can be made a very profitable investment for its promoters. Indeed, the gentlemen interested in the United States Clock Company are all New York business men of prominence and standing. While their primary object is clock making without any regard to the advertising end of it, the possibility is that the larger part of the profits will come from the sales of spaces on the clocks.

The exposed works in the glass case will attract attention, just to watch the tiny electric circuit carry back the weight of the clock to its original position every now and again. The process, I understand, will be repeated about every two minutes, so there will be no long "waits" for the observers. At the same time, while they are waiting, or even in a passing glance at the clock, the advertisements on the front of the case must be seen, and each one of them may be said to have a "preferred position."

It now remains to be seen whether the electric clocks will be successful as advertising mediums or even as improvements upon the orthodox time-piece. Many of these ideas look very promising when first promulgated, but their true efficacy requires always the test of time. But there is no reason why both the clock as a time-piece and an advertising medium should not succeed. Anyhow, they may be expected to have their day as novelties.

"MONEY talks," but usually talks in private offices with carefully closed doors.—*Publicity by Specialists.*

# The Pittsburg Press

IT HAS THE LARGEST CIRCULATION IN PITTSBURG.

ITS CIRCULATION IS FROM TWENTY-FIVE TO FIFTY PER CENT LARGER THAN THAT OF ANY MORNING PAPER.

VERY MUCH LARGER THAN THAT OF ANY OTHER AFTERNOON PAPER.

MORE THAN TWICE THAT OF ONE OTHER AFTERNOON PAPER.

AS LARGE AS THAT OF ALL OTHER AFTERNOON PAPERS COMBINED.

CARRIES MORE ADVERTISING, DAILY AND SUNDAY, THAN ANY OTHER PITTSBURG PAPER.

EMPLOYS THREE GREAT QUADRUPLE PRESSES DAILY.

IS THE BEST NEWSPAPER IN PITTSBURG.

BY ALL ODDS THE MOST POPULAR PAPER IN PITTSBURG.

IS THE OFFICIAL PAPER OF THE CITIES OF PITTSBURG AND ALLEGHENY AND OF ALLEGHENY COUNTY, AND IS ACKNOWLEDGED

THE FOREMOST "WANT" MEDIUM.

YIELDS THE ADVERTISER THE LARGEST RETURNS.

**C. J. BILLSON,**

Manager Foreign Advertising Department,

Tribune Building, New York. Stock Exchange Building, Chicago.

### A SOCIALISTIC VIEW-POINT.

This is a new age. The trend of the world's activity is toward lessening the gap between man's bread and his stomach—between producer and consumer. The world wants to get rid of its stomach, and is bending all its generalship to the problem of being fed on easier terms. So it is organizing armies that will feed man and leave him time to cultivate his mind. Half the thinkers of the race are pondering man's social questions, while capital is remodelling his domestic economy after plans that have hitherto existed only in the dreams of poets and the schemes of philosophers.

Advertising is simply a part of the grand plan. It is a space-annihilator, in common with the locomotive, the trolley and the telephone. The latter have lessened the distance between the Battery and Harlem, and between New York and Chicago. Advertising has lessened the distance and the time between the man who makes the commodity and the man who uses it. After a good many centuries the world has found out that there is considerable truth in the adage, "Too many cooks spoil the broth," so it is going to reduce the cooks who are superfluous—the useless middleman. That is precisely the end that the socialist works toward in his theories. Therefore, advertising is a factor in the reconstruction of the social system.

Without doubt the world will eventually reach the millennium—an age, perhaps, when some force more simple and less cruel and wasteful than money will do the work of distributing. Within the present century there may be so great a production of gold as to make it valueless as a medium of trade. Even though it retains its present standard the time is certain to come when the world's machinery must move too swiftly for so cumbersome a force. The vast machinery that operates between maker and consumer will be improved away until even the nimble dollar will be found too slow, and a bureau of mathematicians at

the center of the world will parcel out the race's products by a few complex calculations.

This is wholly a hypothetical millennium, of course, but it will serve as a figure. It may arrive within two centuries—or five—or ten. It is morally certain to arrive if the race is to continue advancing. And until it arrives advertising is going to play a larger part in distribution each year. As fast as a useless wheel drops out of the ancient distributing machine it will be replaced by advertising in some form—some simpler means of letting the consumer know what has been grown or manufactured, where it can be obtained, and what it costs. Every line of legitimate, intelligent advertising published to-day represents the lessening of a gap somewhere—the elimination of a method that is not in keeping with the modern spirit. Man is going to take his personality out of business, and do his trading by a machine. His personality is too precious a thing to be used wholly in getting things to fill his stomach. Advertising is the force that is to free him and give him time to read Shakespeare. Therefore from now until the millennium it will go on increasing in ratio. In the twentieth century it will be a greater factor in human affairs than war. It is greater than war, for it is commerce.

JAS. H. COLLINS.

EXTRACT FROM ADVERTISE-  
MENT ILLUSTRATED.



"ALL WE ASK IS A FAIR TRIAL."

Quality and Quantity  
THE PRICE OF  
**THE DETROIT  
FREE-PRESS**

REMAINS AT THREE CENTS A COPY.

---

its readers are the Intelligent and Prosperous people of Detroit and Michigan. For more than 70 years they have been able and willing to pay a reasonable price for the best newspaper in Detroit.

**IT CONSERVES**

The BETTER Interests of the Advertiser, and

**COMBINES**

The BEST Interests of Advertisers and readers.

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**CIRCULATION:**

Daily, - - - - - 42,500

Sunday, - - - - - 52,900

Twice-a-Week, - - - 91,600

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The Twice-a-Week Edition has more than Local or State Prestige. It is a National Distributer for Advertising Mail Order Houses and General Advertisers. They find it a Profitable Medium.

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**J. E. VAN DOREN SPECIAL AGENCY,**

Direct Representatives and Managers Foreign Advertising,

Boyce Building, Chicago, Ill.

Temple Court, New York.

## THE TOBACCO WAR IN ENGLAND.

BEING WAGED FIERCELY BETWEEN THE AMERICAN TOBACCO COMPANY AND THE ENGLISH FIRMS—TEN MILLION DOLLARS TO BE SPENT IN ADVERTISING—SAID TO BE A FIGHT TO THE FINISH—THE CUTTING OF PRICES.

There is now being waged in Great Britain what is known over there as the "Tobacco War," a fight for supremacy between the English cigarette and tobacco houses and those American concerns that have recently invaded Albion's shores. It is claimed that, before peace is reached, the hostile companies will have expended two millions sterling in seeking to push the various tobacco products. This battle has been foreseen ever since it was rumored that the American Tobacco Company was going to try and introduce its goods on the other side.

It is a golden harvest for the advertising agents and also for the newspaper and periodical publishers. As a rule, the British advertiser is not a large advertiser in the sense of using big spaces continuously. He is satisfied to make a bold display occasionally, and continue the rest of the time using small spaces. But the pace that has been set in England by the American Tobacco Company is a terrific one, and the Britishers have been forced into following it. Ogden's "Guinea Gold" and the Sweet Caporal cigarette, both operated by the American Tobacco Company, are taking whole pages in the periodicals, so the "Pioneer" and "Golden Dawn" cigarettes—English productions—have had to fall in line. As a slur at Ogden's, which was brought out by the Americans, the Pioneer cigarette is advertised with the following lines from a popular patriotic song:

"In spite of all temptations  
To belong to other nations,  
He remained an Englishman  
and smoked British goods made  
by British labor and with British capital."

Then comes the Godfrey Phillips' Guinea Gold Cigarette—an

evident steal in the title—and these are advertised with the prefix:

"They are English, you know, quite English!"

In short, the British manufacturers are appealing strongly to the patriotism of the people in the hope of forcing out the American Tobacco Company. And it is not alone in the newspapers and magazines that the advertising is being done. Every known form of publicity has been enlisted in the battle of the cigarette giants. The billposters are kept hard at work by both sides, and money is being spent right and left to gain the public eye and ear. The prices, too, are being cut, and the chances are that whichever party wins out at the end will be the loser anyhow, as the cutting process has already gone so far as to annihilate profits.

Even the English newspapers that are carrying the advertising of the contending parties are criticizing it editorially, and, as may be expected, not leaning toward the American Tobacco Company. Whatever be the respective merits of the various cigarettes it is evident that it will be a case of the survival of the fittest—that is, the side provided with the most money and brains to carry on the publicity campaign. And all signs seem to show that the Yankees have provided themselves with sufficient ammunition to last them through a long fight, which they are determined upon winning. At the rate they are going on they will either silence their British competitors or force them into bankruptcy.

Meanwhile the vendors of publicity in every form are rubbing their hands with glee, while pretending to say, "May the best man win!"

JOHN S. GREY.

ONE is never too old to learn—but one is sometimes too young.—*Commentator.*

A good advertisement is good because it conveys information—sensible information.

NEVER take stock in the chap who claims he can buy space in leading publications for less money than other agents pay—because he is lying to you.—*The Advisor.*



Perhaps your advertising plans and copy are exactly right. Maybe there isn't a flaw in them anywhere—but that is hardly likely.

Human beings are so constituted that it is a heap easier to see other folks' faults than our own. And yet it is much more desirable to know our own than our neighbors'.

Honest criticism is worth paying money for, and in nothing is this so true as in advertising.

I don't care who your agent is, or whether or not you deal direct, it will pay you to get additional thought and another set of brains turned onto your publicity problems.

At a charge of \$100, or more, I will make a thorough study of your proposition and tell you honestly, frankly and freely how I believe it can be improved. You will admit, I think, that even a small improvement may easily be worth a large fee.

And you will admit, I think, that a man who has in a few years built up an advertising business of over a million dollars a year must have some ideas of value—must have acquired some real information on the subject.

Please understand that I am not soliciting your advertising account. This is purely a professional proposition. I shall not canvass you for your business.

I simply give you, for an adequate consideration, my critical opinion on your copy, your list of publications, your follow-up plans, if you have any.

\$100 is 2 per cent on a \$5,000 appropriation. That is rather more than the net amount I would make on a \$5,000 order for magazine or newspaper space. I would rather have the fee than the order.

Ask for my booklet, "*Other People's Brains.*"

CHARLES AUSTIN BATES  
VANDERBILT BUILDING, NEW YORK

## ADVERTISING "COLLIER'S."

The advertising of a modern weekly newspaper and magazine like *Collier's* is done upon about the same basis as the advertising of a department store.

It begins with the buyers—the editors who ransack the earth for staples and novelties that will attract those who hunt bargains in pictures, stories, articles and news. These buyers work hard. They have unlimited money, an infinite capacity for being snubbed by literary and artistic idols, a firm faith in the justice of their cause and an ardent belief in the potency and ultimate triumph of the pocketbook.

Each month they gather as many staples as will load the counters for four weeks. Those staples are serial stories, news and comment upon the news, photographs by the nimble, omnipresent *Collier* camera adepts, and the weekly record of sports, politics, industry, invention, woman, the drama and kindred matters.

In addition to these, they gather enough novelties for a "sale," which takes the form of a special number. Sometimes it is a football or yachting number, again it is a Christmas, Fourth of July, fiction or naval special. The novelties may be anything from a short story by Rudyard Kipling to a cable message from King Edward.

Mr. C. M. Nast, advertising manager of *Collier's*, reckons with these buyers and their purchases, making up his month's campaign much as the advertising manager of a department store makes up his weekly page. The regular weekly issue is exploited steadily, while the special number, with its "features," is given greater publicity. Two thousand dailies throughout the United States are used to announce the appearance of each week's issue, four to six inches single column being used in each. In the cities the newsdealers and booksellers are supplied with various kinds of posters and placards, ranging from comparatively simple affairs announcing the titles of stories and articles to reproductions of colored covers and the large double page picture

that is part of each number. Small folders are distributed in the same manner, being laid upon stands, counters and stalls, and slipped into packages by newsdealers. In New York a man with a wagon is kept busy distributing this sort of literature. These small folders are printed by the million. Series of car cards are used at intervals, being changed each week, while page spaces are used in such magazines as the *Century*, *McClure's*, *Scribner's*, *Cosmopolitan*, *Review of Reviews* and *Outing* for the purpose of advertising the publication as an institution. When an event like the big football game between Yale and Harvard is brought off the advertising staff is sent to placard New Haven or Boston with posters announcing that Walter Camp, the well known authority on sports, will deal with it at length in the forthcoming issue. In the interim the advertising staff carries on campaigns in the South, the West or any other section of the country where the times seem ripe for subscriptions.

Brevity is the keynote of *Collier* advertising. Mr. W. E. Annis, who writes much of the copy, has spent three days in condensing the features of a special issue into a phrase or two. Another feature is color printing. The big *Collier* plant turns out millions of folders, booklets and circulars every month, hardly any one of which is done in less than two colors.

Vigorous booklets and folders are sent to buyers of advertising space. The American Newspaper Directory and similar mediums are also used at intervals. Circulation is a point of honor with *Collier's*, but one not too fine to be freely discussed. The firm's attitude is clearly shown in the paragraph from a recent booklet: "*Collier's* not only admits the right of advertisers to know the facts concerning itself, but if an average of 300,000 thousand copies is not sold each week of the year beginning Nov. 1, 1901, a pro rata rebate of advertising charge will be allowed."

No matter how well your ad reads, or how good you think it is, if it brings no returns there's something wrong with it.



The era of "Lucky Strikes" in business has past. The management of large commercial interests is resolving itself into an exact science. Especially so for those concerns with whom advertising is a chief asset, and where even small fractions of steady leakage represent considerable losses. Advertisers—large or small—who want to conduct business scientifically need . . . . .

## The American Newspaper Directory

as an indispensable book of information and reference. It's the only book of its kind. It's the standard everywhere. It directs millions of dollars of prudent American advertising. It costs *five dollars* per issue. Its savings through its reliability and service are unlimited. Sent prepaid upon receipt of price. . . . .

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10 Spruce Street, New York.

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## WITH ENGLISH ADVERTISERS.

When it is said—and we all agree about it—that the circulation of a newspaper must be examined in respect to character as well as quantity before it can be safely used as a basis upon which to calculate the value of the paper as an advertising medium, I think one point is not generally taken into account. The "character" element in circulation receives plenty of attention from the point of view of what sort of people read a paper. We carefully consider the class that the reading matter in that paper is likely to interest, and we decide, most justly, that the *New York Journal* does not have the same sort of readers that the *Evening Post* has. The *Evening Post's* kind of circulation is often cited as an example where character weighs. Obviously, too, there are things for which the *Journal* would be a better advertising medium than the *Post*; so that culture alone is not a sure guide to the merit of a paper's clientele from the advertiser's standpoint.

\* \* \*

But I will tell you what is a test every time, and that is, the attention with which the paper is read. There are some papers of which every line is read; there are others which are merely glanced at. It isn't merely the class of readers that varies, but the class of paper, and this factor may make all the difference between the values of quite similar newspapers. I cannot illustrate this point from American newspapers, though it would be easy for any one to do so who lives in America. But as an illustration I will cite two London papers, and explain my meaning. They are the morning *Leader* and the daily *Mail*. They are both morning papers and both one-cent papers. The *Leader* circulates 300,000 and keeps open circulation books. The *Mail* has, I think, nearly twice that circulation. If you looked at figures alone, you would conclude that the *Mail* ought to be worth about twice as much per inch as

the *Leader*. But there is another element to take in. The *Mail* is much like any other paper in its politics: there is nothing remarkable about it. The *Leader*, on the other hand, has a political policy which would kill any other paper, and that has killed several papers. It is what is called pro-Boer. It criticises the conduct of the King's army, and openly advocates the granting of independence to the Boers. But every pro-Boer in the country reads the *Leader*—from which I conclude that there are 300,000 or so of them, not counting their wives. The circulation of the *Leader* does not fall, on Saturdays and bank holidays, like other papers, and these people, who are cranks, read every single line of the *Leader*, so that in my opinion, to which I have given ample practical effect, the *Leader* is a much better paper to advertise in than the *Mail*, and I would use it if it cost more than the *Mail*.

\* \* \*

It would be interesting from this point of view—but I am afraid it will not happen—if some one who is in a position to trace results from newspaper advertising would try to analyze the varying effects of different classes of circulation, and especially the different qualities of circulation. I wish Mr. Kutnow, who has done a large amount of advertising, offering free samples of his Carlsbad powder, would publish such a statement, but he won't—he won't even show it to me. It has always been my belief that daily papers rank much above any other sort as advertising media, and I still think so, when selling powers at the store counter are involved. But when it comes to postal results, the ephemeral character of a daily disturbs the calculation. I was not, however, prepared for some figures which recently came under my eye in the office of a firm not previously concerned with any mail order proposition, but who made a sudden and special offer of a primer. The same offer, in about the same space, was made in the best of the London penny dailies for advertising purposes,



the daily *Telegraph* and in four religious papers, the *Christian World*, the *Christian Commonwealth*, the *Christian Globe* and the *Methodist Recorder*. These papers I should rank in circulation in the order I have given—the daily *Telegraph* has about 180,000 a day, I think. The *Christian World* has a lot more than any of the other three religious papers. Yet the only one of the three religious papers which did not produce more replies than the daily *Telegraph* was the *Methodist Recorder*, which produced about half as many. The *Christian World* produced three and one-half times as many replies as the daily *Telegraph*; the *Christian Commonwealth*, though less widely circulated, very nearly as many as the *Christian World*, and the *Christian Globe* about half as many as the *Christian Commonwealth*, which is a closely read paper. People who read a religious paper are more or less cranks. A man can be religious and pious, too, and only read a half-penny daily paper. But if he makes a great point of religious faith, if he is not only influenced by it in his life, as all good men are, but dominated by it in his intellect, if he cannot get along with two sermons a week but has to get a religious paper too, he is a bit of a crank; and cranks, there can be no doubt, are grand readers of advertising.

NEVER accept courtesies from people whom you would not like to honor in return—and always remember that common courtesy is inexpensive but valuable.—*The Advisor*.

## AMERICAN PRINTING CHEAP.

According to a correspondent, a representative of a provincial printing firm called on a London firm which distributed circulars by the million. He was asked to quote for a circular from which the printer's name had been removed. An estimate was prepared on the basis of a small turn over profit which, considering that the works were situated in a rural district forty miles from London, on a rental which in the city would not pay ground rent, was much below what would be possible for a London house. Indeed, the representative was confident of obtaining an order, but was thoroughly nonplussed when told the price quoted was considerably above that now paid. The firm's printing was done in the United States, the orders being given in such quantities as to insure the lowest freight charges, and after adding the latter, including delivery to the door, the cost turned out to be considerably below that of the lowest estimate yet received from any British firm.—*London News*.

## DISCUSSED RECIPROCITY.

The Chamber of Commerce of New York spent most of its meeting yesterday discussing a resolution disapproving the action of the Reciprocity Convention at Washington. The resolution, which was tabled, was introduced by Gustav H. Schwab, chairman of the Committee on Foreign Commerce and Revenue.

The Washington convention adopted a resolution recommending reciprocity through tariff modifications only where it can be done without injury to any home interests of manufacturing, commerce or farming, also one recommending the establishment of a new commission, to which shall be referred the consideration and negotiation of all reciprocal trade agreements. The resolution offered by Mr. Schwab yesterday excepted to these as being subversive of all attempts to bring about closer trade relations with other nations and as likely to invite legislation hostile to this country.—*New York Sun*, Dec. 6.

NEWSPAPER advertising has the advantage of being the cheapest form of advertising as well as the best.—*Helena Independent*.

## A PROPHET AND HIS OWN COUNTRY.

The majority of advertisers in WASHINGTON use THE EVENING STAR exclusively. This is because it completely covers the field.

M. LEE STARKE, REPRESENTATIVE.

NEW YORK, Tribune Building.

CHICAGO, Boyce Building.

## ABOUT CIRCULATIONS.

IT IS PROOF THAT IS WANTED, NOT OPINIONS.

BROOKLYN, N. Y., Dec. 11, 1901.

*Publishers of American Newspaper Directory:*

On the inside cover of the December issue of your publication you offer a copy of the next issue of the American Newspaper Directory to the first person who shall prove that any paper in the book, credited with a circulation rating by letter, is actually entitled to a higher letter rating than it receives. Taking advantage of that offer I now demand of you twenty-six books in payment for the discovery of under-rated circulations, as follows:

First. Atlanta (Ga.) *Weekly Constitution*. You give it a B rating, which means exceeding 40,000 copies. I am confident it is entitled to an A rating, that is, exceeding 75,000.

Second. You rate the Chicago *American* B, and I am confident that it is entitled to be rated A.

Third. You rate the *Interior*, a Chicago weekly, G, that is, exceeding 4,000. I am confident that it is entitled to be rated E, that is, exceeding 12,500.

Fourth. The *Saturday Blade*, of Chicago, weekly, you rate B. It should, in my opinion, be rated A.

Fifth. *Boyce's Monthly*, of Chicago, you rate B. That also should, in my opinion, be rated A.

Sixth. I have the same opinion of *Conkey's Home Journal*, to which you give the B rating. I think it should be A.

Seventh. In Louisville, Ky., you rate the *Post* G, that is, exceeding 4,000. I think it is entitled to be rated D, which means exceeding 17,500.

Eighth and Ninth. In New Orleans you rate the *Picayune* and the *Times-Democrat* each F, meaning exceeding 7,500, while I think each of them is entitled to be rated D, that is, exceeding 17,500.

Tenth. In Portland, Me., you rate the *Welcome Guest*, monthly, B. I think it should be rated A.

Eleventh. In Baltimore you rate the *Daily Sun* C, that is, exceeding 20,000, while I think it is entitled to be rated B, meaning exceeding 40,000.

Twelfth. I have precisely the same opinion of the *Record*, published at Boston, Mass., rated C by you. I am confident it prints more than 40,000 copies.

Thirteenth. You rate the *Atlantic Monthly*, of Boston, H, that is, exceeding 2,500, while in my opinion it prints more than 12,500 copies.

Fourteenth. In Fall River, Mass., the *Globe* you give an I rating, which means exceeding 1,000. I think it is entitled to an H rating, that is, exceeding 2,250.

Fifteenth. In Springfield, Mass., the monthly called *Good Housekeeping* you credit with a D rating, meaning exceeding 17,500, while I think it prints more than 40,000 copies.

Sixteenth. In St. Louis the *Chapman Magazine* you rate C. I think it should be rated B.

Seventeenth, Eighteenth and Nine-

teenth. In New York you rate *Puck*, *Ainslee's Magazine* and *Everybody's Magazine* each C, that is, exceeding 20,000, while I believe *Puck* prints more than 40,000 and *Ainslee's Magazine* and *Everybody's Magazine* each more than 75,000 copies.

Twentieth. You credit *Town Topics* with an E rating, that is, exceeding 12,500, while I believe it prints more than 40,000 copies.

Twenty-first. You rate *Vogue*, the New York fashion weekly, H, that is, exceeding 2,250, while I am confident it prints more than 7,500.

Twenty-second. The Sunday edition of the Cincinnati *Enquirer* in my opinion prints more than 40,000 copies, while you give it a C rating.

Twenty-third. The *North American*, of Philadelphia, you accord a D rating, while I think it prints more than 40,000 copies.

Twenty-fourth. *Truth*, of Scranton, Pa., is credited by you with a G rating, while I think it prints more than 7,500 copies.

Twenty-fifth. The Dallas (Tex.) *News* is also accorded by you a G rating, while I am confident it prints more than 20,000 copies.

Twenty-sixth. The *Texas Farmer*, also published at Dallas, gets from you an F rating, that is, exceeding 7,500, while I am confident it prints more than 20,000 copies.

Please send the books by bearer and greatly oblige,

Your obedient servant,

T. F. KENNEDY.

154 Garfield Place, Brooklyn.

NEW YORK, Dec. 12, 1901.

Mr. T. F. Kennedy:

We have your favor demanding of us twenty-six copies of the American Newspaper Directory, as per our offer in the book itself, as reward for the discovery of under-rated circulations in the Directory, and giving the names of the papers you consider under-rated, with circulation figures to which you say you are confident they are entitled.

The Directory offer to which you refer is as follows: "A copy of the American Newspaper Directory will be presented to the first person who shall prove that any paper credited in this book with a circulation rating by letter is actually entitled to a higher rating than it receives."

The Directory, at the head of its Key to Circulation Ratings, also states: "Letter ratings are given only to papers that will not or do not furnish information on which an exact and definite rating in plain figures may be based." As each of the twenty-six papers you name belongs to this class, and as the efforts of the editor of the Directory to obtain the necessary information from the publishers of these papers for an accurate circulation rating have been fruitless, before taking up each case individually we beg to ask you to tell us how you come to the conclusion that they actually print as many copies as you credit them with.

As soon as we have sufficient evidence from you that these papers are being really under-rated in the American Newspaper Directory, we shall cheerfully present the reward you claim.

To illustrate to you, however, the uncertainty of speculating on newspaper circulations when information from the office of the paper is not forthcoming, we may give you as examples the cases of the two Dallas papers you mention in your letter, viz., the *Dallas Daily News* and the *Texas Farmer*.

A newspaper man from Dallas, who appeared to know the newspaper situation in his own city, speaking of the *Dallas Daily News* said a few days ago that he believed that the *Dallas Daily News* printed nearer 7,500 copies daily than 4,000, but he could not say positively that its average output for a year would exceed 7,500. The Directory rating comes within the meaning of this estimate; but you credit this paper in your list with 20,000. What a great difference!

As to the *Texas Farmer*, the Directory credits it with exceeding 7,500 circulation. You credit it with 20,000; but our informant from Dallas put the circulation of that paper at exceeding 2,250, and could not even, with any degree of certainty, credit it with exceeding 4,000 circulation, which goes to show that the Directory rating in this case may be too high.

May it not be that the other cases you mention are like these two instances?

Did you note that the reward is offered for PROOF that the Directory is wrong? According to the Standard Dictionary proof means the establishing of a fact by evidence. Have you furnished any evidence? Have you personally any positive knowledge on the subject? If not, what makes you think your opinion worth more than ours? Do you have better facilities for forming a correct opinion?

Hoping to hear from you further, we are, very respectfully,  
THE AMERICAN NEWSPAPER DIRECTORY.  
Per P. M. Ayvad.

BROOKLYN, N. Y., Dec. 16, 1901.  
*Publishers of American Newspaper Directory:*

I have your letter of December 12. It is my opinion that the papers referred to in my last letter are entitled to the ratings which I indicated. I have to admit, however, that I have no proof that any one of them is entitled to a higher rating than that which you have accorded in the December issue.

It would take considerable time and money to obtain proofs, and these are not at my disposal. I, therefore, suppose I must worry along without a single copy of the Directory.

Very respectfully,

T. F. KENNEDY.

The editor of the American Newspaper Directory tells PRINTERS' INK that Mr. Kennedy is one of a pretty large class who believe the Directory underestimates the circulation of some papers; but when put to the test have to admit that they were wrong. He says he wishes every man who can prove that the Directory underestimates the circulation of a single

newspaper would go carefully over the entire December issue and direct attention to any cases he discovers where he knows it to be a fact that the paper is entitled to a higher rating than it receives.

If any such cases are found it will benefit the Directory to have them pointed out. If, on the other hand, there are no such cases, then it will be a benefit to advertisers generally to know that assertions to this effect are mere assertions—not facts.

#### REWARD.

To any person who will discover and point out in the latest issue of the American Newspaper Directory a newspaper that is credited with a circulation rating by letter, the meaning of which is explained by the key, and will furnish proof that the paper so rated is entitled to have accorded to it a higher letter rating than it receives, the publishers of PRINTERS' INK will give as a reward for the said discovery and proof a copy of the next issue of the American Newspaper Directory (in which they will undertake to see that the previously under-rated circulation is corrected), or, at the option of the earner of the reward, he may have a paid-in-advance subscription for PRINTERS' INK for the period of one year.

#### ILLUSTRATED AD EXPRESSION.



A LITTLE GOES A LONG WAY. (LIEBIG'S EXTRACT OF BEEF.)

## NOTES.

THE Bascom-Eclipse Folder Company, Sidney, O., describes its paper-folding machinery in a neat circular.

THE Cresset Company, 338 Pearl street, New York, announces that it has installed an electrotyping plant.

THE New York Times prints "Ideal Journalism," an eulogy from *Profitable Advertising*, in a tasteful booklet.

A HINDU baker in Bombay, India, has the following announcement in his window: "Ram Bux solicits patronage. He is a first class British loafer."

BEECHER OGDEN, of the advertising department of H. J. Heinz Company, Pittsburg, Pa., has accepted an appointment from the American School of Correspondence, Boston, Mass.

MR. J. E. ESRAV has resigned his position as editor of the *National Advertiser*, having been in charge since September, 1897. Mr. Neville, the new editor, was at one time a dramatic critic.

THE A. D. Farmer & Son Type Founding Company shows its series of copperplate text upon a neat folder imitating the various kinds of social stationery—cards, invitations and the like.

THE December issue of the "Maine Central" presents itself with well arranged and appropriate Christmas features. It also contains a large halftone of the interior of the Union station at Portland.

THE Vansycle Advertising Company, Indianapolis, Ind., describes its distributing service in a comprehensive little booklet. It would be better for having the firm's address more prominently displayed.

"BUSINESS TRAINING" is a convincing booklet from the Manhattan Correspondence Schools, 7 East 42d street, New York, setting forth the institution's courses in general business training by mail.

*Tripler's Say-so* is a four-page medium for the store news of Geo. Bradford Tripler, haberdasher, Potter Building, New York. It is issued "occasionally," and contains matter of a peculiarly convincing sort.

"UP-TO-DATE Conditions for Up-to-Date Farmers" is a little folder upon fertilizers and agricultural implements, from W. S. Powell & Company, Baltimore, Md. It gives a great deal of pertinent information in small space.

THE advertising of the Crawford Shoe, now being done in the daily newspapers, is the work of Mr. Erickson, the advertising agent, of 127 Duane street. Mr. Erickson also handles the business of several other city advertisers.

THE Mercantile Advertising Company has opened for business in Room 30, Schmidt Building, Fifth avenue, Pittsburg. The concern proposes to act as a general press agent for all enterprises, from church affairs to industrial concerns.

"TEN Minutes with Ten People" is

a brochure in which some contributors and advertisers speak a good word for *Success* as a periodical and an advertising medium. It is attractively gotten up. George H. Powell, New York, is the compiler.

IN a small booklet called "The Net Disadvantage of a New York Corporation," the Registration and Trust Company, 29 Pine street, New York, shows the superiority of the laws of New Jersey for the purposes of incorporating large enterprises.

THE manager of Marshall Field's retail store in Chicago pays a reward of \$1 for every mistake, misrepresentation or inaccuracy pointed out in the newspaper advertisements of that firm, and the clerks and other employees are alert to secure the money.

THE *Woman's Home Companion*, Springfield, O., sends out an exceedingly handsome booklet, done in bronze, red and a light tint. It contains some sensible hints regarding the kind of copy that is most successful with the *Companion's* readers.

THE introduction of barb wire had a great deal to do with the decadence of fence advertising, a method which was once popular among the merchants. However, such advertising would never have proved fruitful in good results, and it would have fallen into disuse.

THE story of the evolution of the modern pen is told in a tasteful booklet issued by the Spencerian Pen Company, New York. The history of the stylus, reed, brush, quill and tube pen culminate in the invention of the Spencerian. A. Hoyt Levy, New York, is the compiler.

"How to Make Money" is a booklet issued in the interests of H. M. Holleman Company, bankers and financiers, Boston. The booklet seems to lose dignity by its over-display. Of all classes of advertising, those exploiting banks, bonds, securities and the professions generally gain most by quiet typography.

JOHN H. TRUE, for many years connected with the advertising department of the Clucas Publishing Company, 54-56 Franklin street, New York, has severed his connection with that concern and joined the forces of the Waldo-Fairchild Company, publishers of the *Trade Record* and other commercial publications.

A COMPANY which now advertises its whisky in every first-class newspaper began in a small way ten years ago. The head of the concern says he made the experiment of using five inches of space in a leading newspaper, offering a sample to any physician who would write for it. Although the small "ad" was not conspicuous, it brought more than 300 letters. Every year since then the company has increased its newspaper advertising, which is proof that the results have been satisfactory.—*Philadelphia Record*.

THE railroad advertiser has to be a psychologist as well as a railroad man. Thus the head of the "ad" department of the Santa Fe system says: "We be-

lieve in the unconscious or subconscious influence of newspaper advertising. We try to keep our line in the minds of all the people, so they will use it without asking why."—*Philadelphia Record*.

THE city of Chillicothe, Ill., is numbered among the thriving, substantial and progressive little cities of the State, and a careful and unbiased comparison will easily show that there are few cities in Illinois of equal population that hold and maintain as extensive a trade—a trade that has been carefully and legitimately built up by judicious advertising.

IN this day few persons would think of going into a first class store and attempting to "beat down" prices. In many, if not in most newspaper establishments, however, different advertisers pay different prices. The *National Advertiser* says there is hardly a newspaper in Boston in which rates are not cut and "rake-offs" allowed. The system is unfair, and must go.—*Philadelphia Record*.

A FEW years ago it was said that 40,000,000 advertising calendars had been given away in a single year, at a cost of \$1,000,000. This year, it is stated, most of the leading establishments will not distribute calendars, preferring to add the sum they would cost to their newspaper advertising appropriation. Nearly all schemes of publicity are worth something, but it is undeniable that the very best is newspaper advertising.—*Philadelphia Record*.

"We are running a confidence game," reads the sign in a Seventh avenue window. "We want your trade—want a trial sale first, to be followed by other sales. If the first sale is not satisfactory—money back! Right away! No questions! And that applies to all sales to the end of time. We want your trade—understand? We know that we must assure you of worth and fair-dealing before we can hold it. And so, we are running this little confidence game."

THE Kansas State Board of Agriculture sends out a booklet and some other matter that is intended to answer the familiar question, "What's the matter with Kansas?" Figures from Uncle Sam's reports upon agriculture are made to prove that there is nothing the matter with Kansas whatever—that it raises more than its share of wheat, corn and live stock, and is a safe State to emigrate to. The literature is worth study by any one who is getting up State or municipal advertising.

IN the *Female Tatler*, a periodical published in London in 1709, appeared the following strange advertisement: "Dropt, near the Playhouse in the Haymarket, a bundle of Horsewhips, designed to belabour the Footmen in the Upper Gallery, who every night this Winter have made such an intolerable disturbance that the players could not be heard, and their Masters were obliged to hiss them into silence." In those days the footmen and coachmen who had driven their employers to the

theater were allowed to sit in the upper gallery free of charge and wait for their masters. Evidently they did not appreciate the privilege so far as to behave themselves.

IN a folder entitled "A Highland Tale," the clothing firm of MacDonald & Campbell, Philadelphia, use an old story of their respective Scottish clans to call attention to their removal to a new store on Chestnut street. The tale is interesting and especially pertinent, and the folder is well printed, but it would have gained by a more pointed business moral. The reference to the Marquise de Fontenoy as "him" is what is vulgarly known as "a bad break." For the Marquise is a lady.

THE forty-five travelling representatives of the Acme White Lead & Color Works, Detroit, Mich., convened at the home office from December 9 to 14. Dinners, luncheons, trips through the factories, discussions of methods, suggestions, conferences with officers, receptions and dances filled out the week, and the whole convocation went back to work "greatly blessed and strengthened in spirit." The official programme, printed in the company's own plant, is a handsome piece of composition and presswork.

ARRANGEMENTS are being made for a convention of general advertisers to be held at Delmonico's, New York, on Wednesday and Thursday, January 29 and 30. An interesting programme, embracing some of the most important questions in the field of advertising, has been prepared, and it is expected that a large number of advertisers from all parts of the country will attend. There will be a banquet on Wednesday evening, at which some of the prominent publishers of the country will make addresses.

WHEN a carrier on a rural free delivery route finds a farmer's delivery box stuffed full of circulars and advertising matter, put there by travelling agents, he has the United States behind him in throwing out the stuff. The Government frankly admits its inability to cope with the advertising agents and prevent them putting their stuff in the boxes, but empowers the carrier to throw it out when it fills the box or covers up the mail. Numerous firms seek to arrange with the carriers to deliver advertising matter. This is prohibited, and the advertisers must pay the regular rate of postage and address each parcel to the farmer if it is to be handled by the carrier.

COMMENTING upon the industrial meeting being held by newspapermen in Wyoming who have in view the more extensive advertising of their State, the *Meridian Star* says: We have been laboring for months to have a meeting of this character in Mississippi where delegates from every town and county could go and discuss seriously the question of more thoroughly advertising through the money centers of the East and the farming communities of the West the opportunities for investment and home-building in Mississippi. From this meeting could grow a permanent organization, having a central

bureau, and sending out regularly impartial literature descriptive of every section of the State. This is a question that ought to be discussed at once, so that such a conference of business men can be held next year preparatory to aiding the State in the exhibit we hope to have made at St. Louis.—*Jackson (Miss.) Picayune.*

### YANKEE TRICKS.

MIDDLEBURY, Vt., Dec. 19, 1901.

Editor of PRINTERS' INK:

That "we are advertised by our loving friends" is a well known fact, but our enemies sometimes add greatly to our prestige by their efforts to "knock us.

Such is the case with the American Publishing Company, of Middlebury, Vt., publishers of Joseph Battell's allegorical and philosophical novel, "Ellen; or, the Whisperings of an Old Pine." Probably no author who ever claimed the Green Mountain State as the place of his nativity ever received such sarcastic, poignant press notices, or to whom the old adage, "A prophet is not without honor, save in his own country," could be better applied than to Mr. Battell.

But while his enemies, the disbelievers in his theory and his book, which deals largely on creation and the undulatory theories, are writing columns of biting sarcasm, Colonel Battell sits down and prepares an advertisement in which he challenges any one to disprove his statements as set forth in "Ellen," and states that he will give any one one thousand dollars to do so.

This calls forth more sarcasm; but the sarcasm advertises the work in question. This is evidently the author's system of publicity.

He incidentally mentions that the American Publishing Company has a million dollars capital without a dollar indebtedness.

This advertises the company. He buys a mountain and names it "Ellen's Mountain." The newspapers tell the story of the purchase, incidentally mentioning the fact that the purchaser is the author of "Ellen."

More advertising for the book. He calls the mountain "one of the highest in the Green Mountain range."

This brings columns of newspaper criticism, and the publishing of letters from the Geodite Survey Department, which show it to be some few feet lower than several other mountains.

More advertising for the book.

Taken in all, the writer calls this some of the most unique advertising.

H. O. SHAW, Associated Press.

### INFORMATION WANTED.

MAHIN ADVERTISING COMPANY.

Magazines, Newspapers, Street Cars, Out Door Display.

CHICAGO, Ill., Dec. 21, 1901.

Editor of PRINTERS' INK:

We are anxious to locate the address of the American Statistical Association, which was referred to on page 14 in your issue of April 10, 1901. Can you furnish same to us?

Very truly yours,

MAHIN ADVERTISING COMPANY.

### POOR NEWSPAPER STATES.

NEW YORK, Dec. 16, 1901.

Editor of PRINTERS' INK:

The Vicksburg (Miss.) *Daily Herald* was established in 1864. The population in that city is sufficient to support a good local daily. Judging from appearances, the *Herald* is a representative of that class. If its circulation was only made public in the American Newspaper Directory there is little doubt but that, along with its Sunday issue, it would command recognition in the Southwest list appearing in PRINTERS' INK, Dec. 18.

K. K. K.

The only States that fail to outrank Mississippi in the matter of circulation gained by its newspapers are Idaho and Nevada. The last-named has no paper with an average issue exceeding a thousand copies, while Idaho has but three. Mississippi has seven such, but is not thought to have any paper with as much as three thousand circulation.

### OUR POSTOFFICE.

DETROIT, Mich., Dec. 21, 1901.

Editor of PRINTERS' INK:

I wish to call your attention to the absurd ruling of the postoffice department in regard to "sample copy" privileges at pound rates, restricting the number to no more than the amount of subscription numbers. Let us see how absurdly this works:

A weekly with 10,000 circulation can send out a total of 520,000 sample copies a year. A monthly of 10,000 circulation can send out 120,000 sample copies per year. A quarterly of the same circulation can send out a total of only 40,000. Now, why in the name of common sense is one paper allowed the privilege of sending out 520,000 sample copies and the other only 40,000, when both have the same number of subscribers?

As the postoffice authorities claim, their reason for restricting sample copies is that second class rates do not pay the department, then why allow a weekly thirteen times the privilege of sample copies that they do a quarterly, since the quarterly, by its regular issue, entails only one-thirteenth of the loss to the department that the week does? In other words, the "favors" are all granted to the fellow that costs the postoffice department the most. Now, why not change about, and give the under dog in the fight a little more of this "public pap," known as "sample copies"?

This recent ruling is equal in its "Chinese simplicity" to another ruling of the department, and that is the one which permits me to mail a copy of my paper to China or Egypt at two cents, but will not deliver a copy to any physician in my home city unless I pay the same tariff—two cents.

Yours very truly,

C. HENRI LEONARD.

**HAND  
SAPOLIO**

FOR  
**TOILET AND BATH**

What Sapolio is to the housework  
HAND SAPOLIO is to the toilet.  
In the bath it removes dead skin,  
and suggests the exhilaration of a  
Turkish Bath.

ARTEMAS WARD'S NEW PUBLICITY OF HAND SAPOLIO. THIS ARTICLE WAS IN USE FOR LONG YEARS, BUT NEVER ADVERTISED UNTIL NOW. TAKEN FROM THE JANUARY MAGAZINES.

#### THE WAY TO FILL THE PAIL.

An advertiser has got to impress the reader. If he can do it in small space so much the better for him; but he may use small space and fail, and then all that he has done is wasted. The advertiser who falls short in this way is like the dairyman who feeds a cow. If he gives her just enough to live on she will live on it but won't give any milk. But give her a little more than she

actually needs to live on and she "shells out" the milk—if she is a good cow. The advertiser might learn two things from this cow comparison—select a good cow, and feed liberally. That's the only way to fill the pail.—*Agricultural Advertising.*

In buying advertising space the advertiser ought to consider what he gets as well as what he pays.



## THE NEWSPAPER.

The newspaper to-day is the greatest factor in civilization. Take away the newspaper and you would take the greatest preacher, teacher, assistant to justice, deterrent of criminals, reformer of public and private life, patriot, statesman, that it has been possible for the wit of man to devise. No other institution is, in anything like the same measure, such a dispenser of sweetness and light and upholder of the hands of justice. No other institution is, in anything like the same degree, such a help to good men, such a hindrance to bad men. For the former the newspaper smooths their way and makes their road level before them; to the latter the newspaper is a lion in the path. The people of America appreciate this to the full; there is no need of telling them any further what they know already.—*Houston Post.*

## READS THE NEWSPAPERS.

A New York advertiser says: "A man may or may not read a poster in a way to receive a distinct impression, for the mind is not always receptive. A man may read a circular or he may toss it into the scrap basket. The daily newspaper, however, he buys voluntarily because he wants to read it. He may not read my advertisement the first day or for many days, but some day he will read it, and will take it all in. That is why I regard the newspaper as the one efficient medium of publicity."—*Philadelphia Record.*

BEWARE of the man who "saws wood and says nothing." While you are waiting to find out his plans he will have executed them.—*Publicity by Specialists.*

## Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

## WANTS.

**WANTED**—Good ad solicitor who can also write ads. **THE CHRONICLE**, Houston, Tex.

**WANTED**—Second-hand Miehle Press, 45x65 inches. Not in use over 4 or 5 years. Address "MIEHLE," care Printers' Ink.

**MORE** than 200,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

**IF** you want to be a reporter, newspaper correspondent or story writer, send postal for free booklet. **NATIONAL PRESS ASSOCIATION**, 26 Baldwin Bldg., Indianapolis, Ind.

**WANTED**—A bright, wide-awake young man as correspondent and writing advertising literature, also working up new business. Must be versatile and full of resources. Address **COLUMBUS BUGGY CO.**, Columbus, O.

**I AM** an energetic, capable advertising man, with experience in newspaper and commercial work. My work in the past has been very successful and result-producing. I would like to hear from some one who is looking for a hustler. "L. A. W.," care Printers' Ink.

**WANTED**—Every advertisement writer to secure a copy of our book of ready-made advertisements. A veritable mine of suggestions and catchy phrases. Contains over five hundred examples of effective ads. Invaluable as a thought stimulator for advertisement writers. Send postpaid on receipt of price, \$1. Address **GEORGE P. ROWELL & CO.**, 10 Spruce St., New York.

**THE** advertiser wants to acquire a title of a monthly publication that is established but is not making money. The owner of such publication, who has got tired of putting up, may hear of a customer who will aid him to unload by addressing "BUYER," care of Printers' Ink, 10 Spruce St., N. Y.

**DO** you own a newspaper?  
Do you wish to retire?

If so, and want a good, reliable young man of 30, with 12 years' experience in country and metropolitan shops; practical printer, writer and business hustler; an successfully editing and managing a paying weekly now (3d year), but desire larger field and money; can do the work as well as you; address **LUDDEN**, Box 371, New Vienna, Ohio.

**SUCCESSFUL** advertising manager and writer, with five years' experience, now at the head of writing department of large New York agency, desires to make change for perfectly creditable reasons. Possess versatility, good ideas, business ability and considerable executive capacity. Competent to assume entire charge of the advertising department of any business; would prefer connection with large department store. Will submit specimens of previous work and give highest references. Address "HENRY," care Printers' Ink.

## COIN CARDS.

**KING COIN MAILERS**, Beverly, Mass. Samples free. \$1.00 per M in large lots.

## ADDRESSING MACHINES.

**MYERS BROS.** Label-Pasting Addressing Machine, \$10. P. O. Box 449, Philadelphia.

## PAPER.

**IF** you use Coated Book Paper, send to us for samples and prices. Three full lines in stock. **BASSETT & SUTPHIN**, 45 Beekman St., New York City.

## TO LET.

**TO LET**—Three offices at No. 10 Spruce St. Rent, \$200, \$500, \$400, respectively. Apply to **GEO. F. ROWELL & CO.**, owners, on the premises.

## SUPPLIES.

**THIS** paper is printed with ink manufactured by the **W. D. WILSON PRINTING INK CO.**, Ltd., 17 Spruce St., New York. Special prices to cash buyers.

## NEWSPAPER BROKER.

**MAKE** your wants known—to know them is to supply them. Original methods of **A. H. SMITH**, Newspaper Broker, Earlville, Ill., please buyers and sellers. Reliability, discretion.

## LINOTYPE AND STEREOTYPE METAL.

**I MANUFACTURE** the best linotype, stereotype and electrolyte metals in the world. Get my prices before ordering. Out-of-town orders so solicited. **I. SHONBERG**, 174 Hudson St., N. Y.

## ELECTROTYPES.

**WE** give special attention to making of good electrolytes for news' ads. Prompt. Out-of-town work done carefully as city. **RAIBBECK ELECTROTYPE CO.**, 24-26 Vandewater St., N. Y.

## MAILING MACHINES.

**THE MYERS MAILER**; price, \$10; P. O. Box 449, Philadelphia.

**REV. ALF. DICK MATCHLESS MAILER**, the lightest on the market, only \$12. **P. J. VALENTINE**, Mfr., 178 Vermont St., Buffalo, N. Y.

## CARBON PAPER.

**WILL** exchange Carbon Paper for advertising. **WHITFIELD CARBON PAPER WORKS.**

**TYPEWRITING** Carbon Paper in perforated books of 25 sheets delivered in your office for 75 cents. **WHITFIELD CARBON PAPER WORKS**, Red Bank, N. J.

**ELECTROTYPES AND STEREOTYPES.**

**ELECTROTYPE** or stereotype cuts. When you want good ones, order from Bright's "Old Reliable," St. Louis Electrotype Foundry, No. 211, North Third St., St. Louis, Mo.

**BUSINESS OPPORTUNITIES.**

**ADVERTISE** your business by publishing a newspaper of your own on economical plan. We will tell you how to do it. J. HARTLEY, 15 Vandewater St., New York City.

**ADDRESSES.**

**ADDRESSES** of bona fide residents and taxpayers of Salt Lake City and county, Utah. Information Bureau, City and County Building. "REFERENCES," Salt Lake City, Utah.

**ADVERTISING NOVELTIES.**

**FOR** the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

**MISCELLANEOUS.**

**SAVINGS** banks pay 3½ per cent a year; our real estate rises in value 25 per cent a year—and is safer. BOX 220, Atlantic City, N. J.

**TYPEWRITER RIBBONS.**

**MY** 50c. typewriter ribbon is a dependable ribbon—non-filling and guaranteed. Post-paid, any color, any machine. EUGENE G. ADAMS, everything for an office, Lynchburg, Va. Catalogue free.

**HALF-TONES.**

**GOOD** copper half-tones, 50c. Something new. G. MAIL CUT CO., 112-114 N. 9th St., Phila., Pa.

**EACH** half-tone you use in your paper sells its value in extra copies. STANDARD OF NEW YORK, 61 Ann St.

**PRINTERS' MATERIAL.**

**MODERN** MACHINERY, new and rebuilt. Material, new and second hand. Type, new only, at foundry prices and discounts. Quality above price. From a cylinder to a bodkin furnished. CONNER, FENDLER & CO., N.Y. City.

**SITUATION WANTED.**

**CARTOONIST** and artist with long experience in New York, and at present located there, understanding photography and sufficient of composition, engraving and other branches to act intelligently, would like to change to a position on a wide-awake paper in some moderate sized city. Address "M. T. A.," Printers' Ink.

**EXCHANGE.**

**EXCHANGE** what you don't want for something you do. If you have mail order names, stock cuts or something similar, and want to exchange them for others, put an advertisement in **PRINTERS' INK**. There are probably many persons among the readers of this paper with whom you can effect a speedy and advantageous exchange. The price for such advertisements is 25 cents per line each insertion. Send along your advertisement.

**BOOKS.**

**READY-MADE ADVERTISEMENTS.** Messrs. Geo. F. Rowell & Co., 10 Spruce St., New York, send the *Current* a handsome 92-page book entitled "Ready-Made Advertisements." The book contains, besides other valuable information, examples and styles of advertising for almost every business. For merchants and others who write their own advertisements this little work will be found invaluable. The price is only one dollar.—*Cassier* *Caveat*.

The book will be sent to any address upon receipt of one dollar. GEO. F. ROWELL & CO., 10 Spruce St., New York.

**ADVERTISING MEDIA.**

**THE GOLFER**, Boston. Oldest golf publication in America.

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**THE GOLFER**, Boston. Oldest golf publication in America.

**TO** reach mail-order buyers at 10c. line, use AGENTS' GUIDE, Wilmington, Del.

**MANUFACTURERS' JOURNAL**; sample copy 10 cents. 200 Montague St., Brooklyn, N. Y.

**REACH** the best Southern farmers by planting your ads in **FARM AND TRADE**, Nashville, Tenn. Only 10c. a line.

**ANY** person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

**MODERN MEXICO**, 116 Nassau St., New York. Monthly; illustrated; the medium for Mexican trade and investments.

**PRESS-REPUBLIC**, Springfield, O. Leased wire Associated Press report. Sworn circ'n guaranteed by Citizens' Bank to exceed \$500 daily.

**PHOTO-STRAW**s. The best 50c. photographic magazine. Reaches 5,000 amateurs monthly. Sample copy on application. 115-17 Nassau St., New York.

**THE SCHOOL EMBLEM**, New Egypt, New Jersey, is one of the best educational mediums. Five thousand circulation. Your 5-line ad only 20 cents.

**VIAN SUN**, one of the leading weeklies of the Cherokee Nation. Ads in its columns attract attention. WEEKS & CHAPMAN, publishers, Vian, I. T.

**THE SHARON TELEGRAPH**, leading newspaper of Mercer County, Pa., and the only daily in Sharon, a booming steel town. Send for advertising rates.

**THE ADHESIVE.** Best Philatelic Monthly. With three 30 word notices, 30c. a year. BOX 72, Rocky Hill, Conn.

**ONLY** 50c. per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. UNION PRINTING CO., 15 Vandewater St., N. Y.

**THE FLORIDA FREE PRESS**, published at Bristol, Liberty County, Florida, every Friday. The official and only paper published in the county. In the center of a very fertile agricultural and turpentine district.

**KEY WEST**, Florida. Read and advertise in the Key West **ADVERTISER**, the only newspaper ever published in the most southern point in the U. S. Established 11 years; 8 fol. pages. Only 90 miles from Havana, Cuba. J. T. Ball, Agr.

**PEOPLE** who want to reach Western readers with their business should consult the **Billings (Mont.) TIMES**. It has the best general circulation of any weekly newspaper printed west of the Mississippi. Rates reasonable. M. C. MORRIS, Proprietor.

**THE PULASKI (N. Y.) DEMOCRAT**, est'd 1856; Republican; published every Wednesday morning; eight pages, seven columns to the page; length of columns, 22 inches; subscription \$1.50. Inquiries for rates promptly honored. BYRON G. SEAMANS, editor and publisher.

**THE Wrightsville TELEGRAPH** is the only all-home print newspaper published in the eastern section of York Co. It covers the richest section of Pennsylvania and goes into the homes of well-to-do farmers every week. It carries eighteen to twenty columns of advertising. For rates address **THE TELEGRAPH PUB. CO.**, Wrightsville, Pa.

**AFFIDAVIT**—I, E. P. Boyle, publisher of the **HOUSTON WEEKLY TIMES**, being duly sworn, say that the average number of copies each issue printed and circulated since January 1, 1900, of the paper, has been 1,400. E. P. BOYLE, Publisher. Subscribed and sworn to before me, this 11th day of January, 1901. S. E. TRACY, Notary Public in and for Harris County, Tex.

## ILLUSTRATORS AND ILLUSTRATIONS.

DO your own illustrating at about 1c. per cut. Outfit, including casting box, \$10. Write for particulars. EXCELSIOR CO., Montrose, Ia.

NEWSPAPER half-tones, single column, 75c. Original advertising designs a specialty. Send your idea and we will submit sketch free. KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

## FOR SALE.

HOE Presto Perfecting Press, eight pages, in excellent condition, with stereotyping machinery, at a bargain. Displaced on account of size only. TIMES, Trenton, N. J.

TYPE—We have about 2,000 lbs. of type for sale at a bargain. Type almost new. Was thrown out of use by the installation of a linotype. Will sell 100 lbs. or over at 12 cents per lb., f. o. b. Girard. A snap for somebody. First come, first served. THE APPEAL TO REASON, Girard, Kansas.

EVERY issue of PRINTERS' INK is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in PRINTERS' INK. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address PRINTERS' INK, 10 Spruce St., New York.

## PRINTERS.

PRINTING—1,000 envelopes, billheads, note-heads, cards or statements, \$1.65; 500, \$1.30, prepaid. STOCKTON TIMES, Sta. 2, Camden, N. J.

1,000 NOTEHEADS, statements or type-writer letter-heads neatly printed, \$1.50; 5,000, \$6.25. Good stock and good work. Ruled work padded. Samples free. R. MCGREGOR, Princeton, Ky.

A SMALL SPACE WELL USED. How often you hear somebody say: "Now there's a small space well used. It stands right out of the paper."

The bold typographical arrangement caught the eye and made that small ad stand out more prominently than one twice its size, but not so well displayed.

One of the things we particularly pride ourselves on, is this ability for setting advertisements that are bound to be seen, no matter what position they occupy in the paper. Your local printer probably has not the equipment for doing this that we have, probably he doesn't know how as well as we do.

We furnish electrotypes too, if you like. This is only one of things we do for advertisers—the printing of catalogues, booklets, circulars are some of the other things.

We make them stand out of the crowd too.

PRINTERS' INK PRESS,

10 Spruce St., New York.

## ADVERTISEMENT CONSTRUCTORS.

I WRITE convincing medical ads. HERBERT ASHLIN, LaBelle St., Pittsburg, Pa.

COPY for short circular, \$2, cash with order. JED SCARBORO, 557a Halsey St., Brooklyn.

EDWIN S. KARNs, writer and promoter of profitable advertising, A 571 E. 43d St., Chicago.

ASK on your letterhead for "Increasing Business in the Small City." A. OWEN PENNET, 919 E. Capitol St., Washington, D. C.

TO MAIL ORDER MEN—When you insert the ad I write for you my services do not end. I tell you how to handle the replies to the best advantage. Write SMITH, Box 1900, N. Y.

WE make a specialty of writing, designing, illustrating and printing distinctive booklets, folders, mailing cards, car cards, etc. We submit specimens on request—provided the request is on stationery with a business heading. L. H. SLAWSON & CO. [Successors to Slawson & Graham], Transit Building, New York.

AD CONSTRUCTORS will find our book of ready-made advertisements of great assistance in the preparation of advertisements. The book contains over five hundred specimens of good advertising, any one of which may suggest an idea for your ad when you get stalled. Sent prepaid on receipt of price, \$1. Address GEO. F. ROWELL & CO., 10 Spruce St., New York.

ADWRITERS and designers should use this column to increase their business. The price is only 25 cents a line, being the cheapest of any medium published, considering circulation and influence. A number of the most successful adwriters have won fame and fortune through persistent use of this column. They began small and kept at it. You may do likewise. Address orders, PRINTERS' INK, 10 Spruce St., New York.

WE'VE put on a new man. We had just enough business before, to render it impossible, for us to do it properly with the force we had. Hence the new man. Now we want enough more work in the way of writing business literature to keep the new man busy. Mention your interests and we'll tell you what we can do for you, and, if you like, we will send samples of what we have done for others.

L. H. SLAWSON & CO.,

Advertising Agents,  
Transit Building, New York.

THE special issue for January 15, press day Wednesday, Jan. 2, 1902, goes to nearly thirty thousand retail dry goods merchants in this country, for the purpose to secure a large number of them as regular readers of the Little Schoolmaster in the Art of Advertising. Thirty thousand bright retailers will have a chance to read your classified ads in PRINTERS' INK in addition to the regular readers, and there will be no extra charge made in the price—twenty-five cents per line. It is deemed of service to you in quoting these facts here so that you may not possibly overlook the opportunity. If you are an advertiser, ad designer, printer of price tickets, engraver of letter-heads and stationery, lithographer, manufacturer of novelties, this issue is full of business possibilities which you cannot obtain in any other periodical. Classified ads in PRINTERS' INK retain their business-bringing quality often for years after they have first appeared. Send orders and copy early to PRINTERS' INK, 10 Spruce Street, New York.

At This Office, 10 Spruce Street, N. Y.

## GEO. P. ROWELL &amp; CO. ADVERTISING BUREAU

keeps on file the Leading Daily and Weekly Papers and Monthly Magazines; is authorized to Receive and Forward advertisements at the same rate demanded by the publishers, and is at all times ready to exhibit copies and quote prices.

# THE COUNTRY IS PROSPEROUS

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**A**CTIVITY prevails everywhere. Business is expanding. The people have money to spend and they DO spend it.

We are advertising agents. We like to hear from merchants and manufacturers who want to expand their business or are beginners who want to succeed.

We know the best fields for advertising, and the best mediums in the best fields. We know where the great masses of prosperous people live and how they are reached.

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If you want to advertise  
anything, anywhere, any time  
call on or address

**GEO. P. ROWELL & CO.,**

ADVERTISING AGENTS,

10 Spruce Street, New York.

## PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because someone has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

## ADVERTISING RATES:

Classified advertisements 25 cents a line: six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a year. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, JAN. 1, 1902.

THE special issue for January 15, press day Wednesday, Jan. 8, 1902, goes to nearly thirty thousand retail dry goods merchants in this country, for the purpose to secure a large number of them as regular readers of the Little Schoolmaster in the art of advertising. Thirty thousand bright retailers will have a chance to read your classified ads in PRINTERS' INK in addition to the regular readers, and there will be no extra charge made in the price—twenty-five cents per line. It is deemed of service to you in quoting these facts here so that you may not possibly overlook the opportunity. If you are an advertiser, ad designer, printer of price tickets, engraver of letter heads and stationery, lithographer, manufacturer of novelties, this issue is full of business possibilities which you cannot obtain in any other periodical. Classified ads in PRINTERS' INK retain their business-bringing quality often for years

after they have first appeared. Send orders and copy early, to PRINTERS' INK, 10 Spruce street, New York.

A CROWDED ad will not crowd your store with customers.

To the energetic advertiser mistakes are but rounds in the ladder of success.

For a publisher to wilfully exaggerate his circulation and obtain money for the exaggerated claim is, in England, an offense punishable by imprisonment. If the same law applied here—just see how many more jails we would need!

MR. S. C. BECKWITH, the popular special agent, with his newest overcoat and most glossy silk hat, bears so close a resemblance to recently engraved portraits of the late President McKinley that some persons of an anarchistic tendency have been heard to advocate shooting him.

THE wonderful increase in the volume of book advertising shows not only the marvellous development of the United States in intelligence and the desire for knowledge, but is a sure index of general prosperity, for the public will not buy books unless and until it has lots of money to spend.

IN writing an advertisement, first arrange your facts in your mind in the order of their importance. Then grade your display in accordance. If you will be guided by this simple rule, even if the advertisement which you may construct thereupon is no masterpiece, it will certainly never be a very poor one.

THE American Newspaper Directory has always been considered a standard authority on newspaper circulation. The system of circulation rating is as nearly perfect as brains, money, patience and careful compilation could make it.—*Mining and Engineering Review*, San Francisco, Nov. 30, 1901.

THE *Tip* is the name of a new trade paper for funkeys and servants, just published in London. Good name. Every waiter is sure to take it.

THE *International Monthly*, published at Burlington, Vt., is an astonishingly good magazine. The secret of its success and popularity is, of course, due largely to the efforts of Mr. Frederick A. Richardson, a man of large and varied business experience and thoroughly at home in all details of the publication office.

It is said that the Milwaukee *Herold* is delivered and paid for at more Milwaukee homes than any morning or evening newspaper. If it was beer that made Milwaukee famous it was the German that made the beer. It is needless to say that the Milwaukee *Herold* is a German paper. It is a very good one.

A CLOTHING salesman of long experience avers that cuts make sales. He says that women, buying for husbands or sons, often call for a garment like one that may have appeared in the cut of some recent advertisement, even though the cut could not show color or material at all, and even style inadequately.

A MAN of rare intelligence who for half a century was rector of an important church in this city was heard to say: "I read most of the magazines, but like *St. Nicholas* best." Other magazines are more widely distributed, doubtless, but probably not one has more loyal readers. That it is not the young alone that find its pages interesting and instructive the opinion quoted is one indication.

WHY satirical writing—one of the highest, most difficult and effective forms of literary endeavor—should have been permitted to sink into the oblivion of the lost arts is a question over which many have pondered. Certain it is that there is nothing the country stands in greater need of today than a great satirical writer.—James L. Ford, in *January Success*.

THE advertisement which bears upon its face the charm of care in preparation and execution, thought and good taste, infers that the man behind that advertisement is prosperous and successful. All of the large general advertisers show by the ever-increasing beauty and concern in their announcements that their faith in the power of advertising increases with their experience.

IF our new Postmaster-General would require his third assistant to publish the problems submitted to him together with his decisions thereon, publishers would, in time, begin to learn what they may and may not do without violating postal regulations; and the third assistant and all the other assistants would soon be so much amazed at the inconsistency of the decisions put out that, from very shame, a little common sense would gradually be allowed to enter into those that concern the distribution of printed matter.

"A HAMMER and a Few Nails" is a small booklet sent out by Buell & Hanks, Attorneys, Madison, Wis. The firm's methods of investigating credits and making collections are described briefly, in simple language; testimonials and references are given, and the whole brochure has an air of honest intention, coupled with as much "dignity" as is needed for any law firm. The printing, though not of the best, is good. The title is somewhat far-fetched, and it is likely that a more appropriate one could have been got.

MR. H. RANDOLPH WHITMAN, president of the Whitman Company, 116 Nassau street, New York, publishes a handsome pamphlet which he calls "The Individual Advertising Department," and sells it for one dollar. After giving a quantity of advice (all good, doubtless), Mr. Whitman tells the advertiser:

If he wants to "go it alone," and select his own mediums, he had better spend his first five-dollar bill for a copy of the American Newspaper Directory (New York), and he'll get as close to the average newspaper circulation as any one on earth ever succeeds in doing.

THE man who advertises something people do not want is wasting his money.

IN getting up booklets that have a flap folding over the edge of the cover, it is well to remember that, if the recipient wishes to preserve such a brochure, he usually trims the flap off with his paper knife, making it easier to read. Therefore, it is well not to print a name, an address or any other important matter upon this little third leaf of a booklet cover.

It is clearly to the best interests of the publisher to encourage and help their advertisers to realize the greatest possible results from their ads, even contributing, if necessary, as much as 10 per cent of what they receive from their advertisers to make attractive illustrated and edited ads designed by an artist or expert advertiser, thereby encouraging the use of larger space.

ONE of the oddities of musical advertising is the custom of printing footnotes upon concert programmes. At a recent orchestra concert in New York the programme announced that a certain piano and organ would be used, and that two popular songs were in the repertoire of the orchestra. Yet neither piano or organ were called into requisition, while the whole programme was of strictly classic music. The custom is universal, however, and is so much a part of every programme, even those of theaters, that it passes without remark.

EVERY good advertising rule has its exceptions. Even the use of white space can be overdone when the ad is printed in the average country weekly, where, space being cheap and plenty of it used, the ads of local merchants are usually very liberally infused with it. In such mediums the closely-set ads of the mail order houses, with their few bold lines of display, generally stand out from the page. The laws of contrast make it advisable for an advertiser to study his mediums in this detail, using either white or black ads, according to surroundings.

IN writing advertisements the advertiser ought to consider whether or not his claims for patronage are reasonable—whether or not the reading public will be likely to believe what he says.

E. S. DAY, editor of *Progressive Advertising*, 150 Fleet street, London, E. C., writes that this new PRINTERS' INK baby, although it has only attained its seventh number, it now subscribed to by most of the principal advertisers of England. Mr. Homeyard, the clever and successful advertising manager of the *London Morning Leader*, calls *Progressive Advertising* the English "PRINTERS' INK." The real and only PRINTERS' INK is proud of its London baby, and wishes its editor the success which he is deserving for his new enterprise.

THE *New York Journal* for Sunday, December 8th, was called the Christmas issue, and contained 142 pages, of which 72 pages were advertisements. The advertising in that single issue of the *New York Journal* amounted to \$53,978.40. If the average advertising in the *Journal* should be as great as for the issue of December 8, its total receipts from that source in a year would be no less than \$19,702,116. With these figures in hand it is not difficult to believe that the total annual outlay for advertising in the United States may amount to as much as \$600,000,000.

THIS clipping from the *New York Sun* shows not only the modernness of advertising, but the astounding newness and freshness of this material age that we live in:

When Dorothy Catherine Draper, who died at Hastings, New York, recently, posed for the first photographic portrait of a person shortly after Daguerre's announcement in 1830 of his discovery of the action of sunlight on silver, her face was dusted with a fine white powder that the impression might be the clearer. This first photographic portrait ever made is still in existence. It is owned by Lord Herschel's heirs in England. The photographer was Miss Draper's brother, John W. Draper. Miss Draper lived to see the experiment in which she took part develop into one of our most important arts.



If medical advertisements were always honest and respectable, honest and respectable medical practitioners would look with less disfavor upon medical advertising.

THE plain price—always—wherever possible. Better an address price than a priceless ad. It is difficult to persuade readers that the glowing description, sans price, has not some piece of trickery concealed in it. In fact, it is about the most difficult thing in advertising.

ARE not advertisers as a rule the most responsible men in a community? It would be an interesting experiment to select two hundred representative men in business in a large city. One hundred of them should be chosen from among its advertisers. The other hundred, though active commercially, should be non-advertisers. Which would prove to be the more responsible body?

IN writing an advertisement also ask yourself these questions: "What is this article for?" "In what way is it better than its rivals?" "Will it meet requirements in every way?" "What is its price?" Upon the answers to these build up your advertisement, always exercising judgment in laying the stress of the advertisement upon the superiority of the article, if that is its claim; or upon its price, if it offers advantage to buyers.

AESOP'S fable of the sun, the wind and the traveler has direct application to advertising. The wind, you remember, tried to blow the traveler's cloak from his shoulders by main force, with the result of making him wrap it more tightly about him. Then the sun came out from behind a cloud and had the cloak off in three minutes. The parallel is obvious. Nothing is gained by spectacular, blustering methods of attracting attention. The merchant who is in a continual splutter of "fire sales," "sacrifices" and "slaughters" seldom convinces people that he is on the eve of going out of business, or that he does not make a good profit on his goods.

AN attractive ad and an attractive place of business will be sure to attract trade.

On November 13 a year's subscription to PRINTERS' INK was offered for such advertisements which set forth the reasons why every young man interested in advertising should read PRINTERS' INK. This offer is now withdrawn. A goodly number of excellent specimens were received and acknowledged by a subscription as referred to above. It is the privilege of those who so wish to resubmit any of their already once submitted specimens in accordance with the PRINTERS' INK Competition for 1902, as set forth elsewhere in this paper.

PUBLICITY is the generic, advertising the specific term. All advertising has for its purpose the giving of publicity, but much publicity is obtained without any motive of advertising. Advertising involves the idea of a money outlay for publicity. Publicity is not necessarily paid for. Unique and novel advertising often gives additional publicity. Advertising has the definite object of financial betterment to the advertiser. Publicity of questionable schemes or products may work contrariwise. Advertising is confined to impressions made through the eye. Publicity includes all means of bringing something into notice.

THE reason leading papers refuse to state their circulation is that honest publishers do not care to express their true figures in competition with the false claims of dishonest competitors.—*Troy (N. Y.) Press, Dec. 20, 1901.*

The greatest frauds in the newspaper world to-day are the so-called honest publishers referred to in the above clipping. Whenever the enterprise of a younger man lifts the circulation of a newspaper above that of an old foggy rival the "conservative" publisher immediately becomes secretive about his own issue and inveighs against "the false claims of dishonest competitors." The real falsity, the real dishonesty, the only deception are generally practiced by the so-called honest publisher of the newspaper that has become a has-been.

THE advertising of books (some books, at least) is becoming a field to itself—a field as distinct as the advertising of a circus. These claims are actually made for a late novel: "One of the best selling books ever written . . . one of the most thrilling, touching and soul-enraving books that ever came from the press . . . the author has the genius of a Balzac or a Hugo" (take your choice). . . . "Thackeray or Dickens never pictured a heroine as beautiful as Katherine Irving . . ."

THE development of mailing cards and folders has practically put an end to the once popular postal card. A business man's mail nowadays contains hardly one specimen in a day, whereas the postal was largely used as an advertising medium five years ago, as well as for receipts, announcements, orders and dozens of similar purposes. Advertisers seldom employ it now, however, while every up-to-date firm recognizes the superior taste and dignity of the two-cent inclosure for the least bit of business formality. There is something cheap and undignified about a postal, whatever purpose it be used for, and it is not likely that it will ever regain its place in public favor.

Don't try to make an elaborate booklet out of a folder. The matter that can be printed upon four pages is much more attractive without a cover. Yet there are many advertisers who never distinguish between the folder and the booklet. Each is a separate and distinct thing, and each is good of itself. A cover is useful only when it protects a considerable number of pages—never less than twelve or sixteen. To staple one onto four pages is to make them ridiculous. The staples never hold. They are not worth what they cost. The amount spent for cover and stapling would give a folder a fine illustration, attractive type dress and printing above the ordinary grade. Covers have their uses, but when they are attached to a bit of advertising literature for the sake of effect, their chief purpose is missed altogether.

CABLEGRAM says there is plenty of room for a daily paper in Manila. Room? Oh, yes, that's all right, but what about the board? Publishers must live, even in the Philippines.

Don't be too brief. The sermons on brevity, preached so persistently in advertising journals, are mainly intended for the beginner—the young writer who uses six words upon an idea that can be expressed in two, and then fails of making it clear. Practice soon gives him precision in writing, and when he has arrived at proficiency he chooses fitter words to clothe his thoughts. When a writer has real thoughts and some skill in expressing them it is usually safe for him to use as many words as he thinks necessary. Any advertising matter that is interesting will be read—and the experienced writer makes it interesting if it costs the whole dictionary. If it is clearly expressed in two hundred words the reader gets through it more quickly than if it were cramped into half as many. The longest way round is frequently the shortest way home.

IN advertising food stuffs, condiments and eatables generally it is best to rely upon recipes—specific recipes for cooking the article advertised. Not only should these be used in the well-known cook book that goes into the package, but in all forms of publicity sent out. The card affords just the right space for the average cooking recipe, while the single column ad can have just as much display if the recipe is crowded at the top. Run it in four agate lines and make it look like a quotation, but do not omit it. Foods are advertised to women exclusively, and there is nothing that interests so many different classes of women as the manner of preparing food. A sewing circle—yea, or its modern equivalent, a woman's club—will spend an entire afternoon in exchanging recipes. When the advertiser can add to woman's lore in this kind he is getting very close to her esteem.

JANUARY, February and March are considered by some the best mail order months. The first of the year magazines receive enormous lists of new subscribers. These people read the magazines with eager curiosity. Many have received the periodicals as presents, which fact adds to their interest. Women read the March magazines with an eagerness not appreciated by men. The reason of this is, the fashions for spring and summer generally appear in the March issues. As the majority of women make their own garments, anything that will assist them is read with interest. Ads for the March magazines need not be large, but the point should be to use as many fashion papers as possible. Should the spring campaign prove more profitable than expected, it is well to remember that the money thus made may be needed in carrying a business through the summer. January, February and March are the months in which to get a running start for the business of the year.

WHERE a daily, semi-weekly or weekly announcement is run in newspaper space it is sometimes advisable to use the dominant thought of the day or week as a text upon which to base one's matter. Will Phillip Hooper, in making up the ads in a daily clothier's service, takes advantage of such events as the birthdays of Franklin, Washington and Lincoln, quoting a maxim from their writings or speeches, and illustrating the ad with a portrait. The idea could be followed farther, making the daily ad a sort of calendar of great men. For general business it could be confined to statesmen, presidents and generals; for books, musical instruments and like lines it could be made a calendar of authors, painters and musicians; almost any line of advertising could be hinged upon a calendar of all famous men—rulers, inventors, discoverers, poets and the like. Any biographical dictionary will furnish the material needed, while most great men had a handy knack at saying original things that sound as though they were meant to be used in ads.

MEN who have made their mark in the advertising business have possibly done so because they didn't know how to write.

IF any shrewd business man seeks reasons for advertising, either in a single town or in the national field, he need only divide the vast mass of publicity printed in all mediums into the familiar classes of good, indifferent and positively bad. The percentage of advertising that, while falling into the latter two classes, is still profitable, as well as the enormous success of that which is admittedly good, ought to be conclusive proof that publicity is a virgin field for enterprise—that a man who will embark in advertising to-day has much the same advantage that his father and grandfathers had in the days when railroads were a-building and the site of Chicago could have been bought for a thousand dollars.

THE American Newspaper Directory is held in respect by all advertisers. Nobody has a higher opinion of this work than I, and I fully appreciate its completeness. Seven advertisers out of ten base their calculations upon it, and I have never known an advertiser to discredit one of its ratings. Every advertiser who spends \$5,000 a year keeps watch of circulations, and there is no question but that the publisher who withholds a circulation statement commits an error. Advertisers buy circulation. Even though they use what are known as "quality mediums," they want to know how much quality they get. It is more necessary for a newspaper to have a rating in the Directory than it is for a business house to have a standing with Dun and Bradstreet. Every week I see instances where a publisher loses business on account of not being properly rated in the Directory. Geo. P. Rowell & Company make no demands that are not reasonable, and advertisers know that any publisher can get his paper correctly rated if that is what he wants.—S. E. Leith, *Special Advertising Representative*, 150 Nassau St., N. Y., Dec. 7, 1901.

A FEW years ago an abrupt, disjointed style of writing was highly in favor among a large proportion of alleged advertisement writers. They mistook this for brevity, smartness and terseness. We see little of that style nowadays, but in its place a common-sense method of coming straight to the point, which is a great improvement.

HAVE a ready ear for the competent critic. Don't take him too seriously, but never refuse to listen to his opinions, even though your advertising is successful. There are degrees of success. Your advertising may be bringing you but a tithe of that due your goods or your business. No one can know it all, but the honest, sensible critic, standing apart, can judge the ratio between your efforts and results, tell you how nearly they approximate and give you an altogether new viewpoint.

It is rumored that Munsey represents the Steel Trust, and in buying the *New York News* and *Washington Times* has only made two steps in a journey. He will, so it is said, be a bidder for the *Philadelphia Record*, the object being, so rumor asserts, to control practically all the one-cent papers, a hundred of them—one man said a thousand. What is wanted is to reach and influence the laboring people. Munsey pays Gibson, the new publisher of the *News*, \$15,000 a year. He was getting less than that from the *Telegram*, and when he visited Mr. Bennett in Europe, Bennett said he would increase his salary next year if he did well. Munsey increases it now, and is going to look on and see what he does. It is also rumored that Munsey has hired Arthur Brisbane from the *Journal*, paying him a salary of \$25,000 a year, and that a *Journal* manager says that they can spare Brisbane very well because his style is so easily imitated. PRINTERS' INK would like to hire somebody to imitate Brisbane's style. If it is so easily imitated, the Little Schoolmaster thinks, perhaps, he ought to get a young imitator for possibly ten dollars a week.

It is one thing to make customers. It is another to keep them. When the two abilities are found in combination, success is as certain as anything in life can be.

THE potency of the dollar mark as a talisman in advertising is not great enough to justify its use as a substitute for the letter "s." In fact, when it is used in such combinations as "SUCCESS" or "\$A\$-ANACH \$. \$MITH" it is very likely to become offensively vulgar to the majority of sensible readers. Nor is it advisable to use it as a border or in any other than its legitimate manner. It is neither novel, forceful or attractive; it cannot mean anything that is beyond the power of words to express more tastefully, and its abuse by the unthinking has transformed it into a symbol that all sensible advertisers will be very chary in using.

THE press in some sections of the land is of the opinion that the St. Louis exposition ought to pay for its advertising in newspapers. Editors cite the generosity with which free reading notices were given to the Buffalo show, and the parsimony of the management in spending money for display advertising. They are also of the opinion that, had the Buffalo affair been advertised in the newspapers it would not have been a financial failure—a delightful bit of paradox, for if the free advertising given it could not make it a success how would a few thousand columns of display have helped it? In strict truth, however, none of these great expositions are failures. There may be a deficit in the treasury, but there is always a surplus in the tills of the merchants in the city where one is held. An exposition is a three-cornered enterprise whereby people are brought to a city, leave money in the stores and a deficit in the exhibition's exchequer. This is made up by the merchants and railroads, and should be swelled to a point that will permit of a liberal advertising fund. Every line of newspaper advertising given such an affair is of indirect benefit.

FORMER Commissioner of the New York Board of Education has bought an interest in the American edition of *Pearson's Magazine*. This will add a Little to its prestige.

THERE is a very palpable flaw in the aphorism "The time to advertise is all the time." Many lines of goods can be exploited to advantage only three months in the year. To advertise them continuously would be to advertise them blindly. Such publicity would be of a piece with the tactics of a prize fighter who depended upon reckless blows to win a battle. A scientific opponent would soon find a chance to land a blow that would be definite. The best advertiser is he who accurately defines the ebb and flow of demand for his goods, timing his advertising to such purpose that he will take advantage of both.

THE postoffice department of Great Britain has methods of handling periodicals that are much more logical than those of the United States. Regular rates are somewhat higher. A publication like the English edition of the *American Machinist* (which is debarred special privileges by reason of its being printed partly in America) is fourpence, or eight cents. When a periodical is admitted to second-class privileges—or what correspond to such—it is carried for a halfpenny per copy (one cent), irrespective of its weight. Thus the small religious tract, weighing fifty to the pound, is not a source of loss, while the larger periodicals are carried at a rate as low as in this country. The New York postoffice, according to a trustworthy authority, is at times fairly flooded with leaflets and extremely light "periodicals," and the work of handing them is a direct factor in the postal deficit. By the superior system of John Bull the department gets its halfpence for each copy of a publication, whether it weighs a half-ounce or two pounds. Stamps are also affixed by publishers, thus saving the work of counting, weighing and bookkeeping.

AMONG the fruits of advertising, prunes may now be properly classed.

ADVERTISING space is the most flexible of all commodities. It may be utterly worthless in incapable hands, but no one has ever set limits to the percentage of profit it will pay when rightly used. The man who has ability, foresight, individuality, a knowledge of human nature and courage can make it pay enormous dividends.

THE Antikamnia Chemical Company, St. Louis, Mo., tells the following parable about drug substitutes in a little booklet called "A Start and a Finish": "The real live Substitutor hires any kind of a Young Man, or sometimes his own son, to teach him the drug business. The Young Man is also taught substitution. This prevents him ever becoming a good druggist or an honest man. Why? It gives him his first lesson in dishonesty. The Young Man knows this, and would say to his Employer: 'Mister, please don't teach me dishonesty; I want to learn the drug business right.' But if he did this he would lose his job, so he says nothing, and gradually acquires the 'crooked' methods of his preceptor. By and by the Young Man gets 'smart,' like his employer. Being short of spending money he says to himself, 'Guess I'll just swipe this twenty-five cents.' The Boss robs the Pharmaceutical houses and his own customers, too. 'Sauce for the goose is sauce for the gander.' This marks the beginning of the end. In a short time the Young Man is not satisfied with one twenty-five cent piece. His appetite gets abnormal, just like the Substitutor's. The end of the Young Man's career in that store is 'Discharged for Stealing!' Discharged for stealing from the man who taught him to be a thief! If the Substitutor has any good business sense he gets to thinking things over, and finally the question, 'Where in h— do I come in?' presents itself. Echo answers, 'Where?' Moral—Do unto others as you would have them do unto you."

## GEORGE HORACE LORIMER.

A recent issue of the New York *Editor and Publisher* contains the life story of the editor of the Philadelphia *Saturday Evening Post*. As it is not only of general interest but may prove useful and inspiring to other young men, the Little Schoolmaster feels glad to give it space.

Few young men in the United States, or in any other country, for that matter, can at the age of twenty-four boast of receiving a salary of \$5,000 a year. Of those who are so fortunately situated probably not one can be found who would voluntarily give it up in order to fit himself for a journalistic career, which, as is well known, does not hold out promises of large financial rewards unless in exceptional cases.

There is one such man residing in Wyncote, a suburb of Philadelphia. His name is George Horace Lorimer, and he is the editor of the Philadelphia *Saturday Evening Post*, Cyrus Curtis' old time newspaper, which, since it became his property, has blossomed out into a literary newspaper of large circulation and influence.

He is the son of the Rev. George C. Lorimer, pastor of Tremont Temple in Boston, one of the most popular and able clergymen of that metropolis. Young Mr. Lorimer, soon after leaving school, took a position with the great Armour packing house of Chicago, in which his advancement was so rapid that at the age of twenty-four he was in charge of the canning department of the company and was drawing a salary of \$5,000 a year.

Mr. Lorimer, in spite of the success which had attended him in business, was not satisfied with his lot. He had an ambition to shine in literature. He felt that he had ability in this direction, and that by cultivation it might be developed into something worthy of himself and of his family. So one day he notified Mr. Armour that he intended to resign his position. Mr. Armour had become very much attached to the young man and urged him

to remain with him. He asked him if he was dissatisfied with his salary and young Lorimer told him he had decided to give up business for a literary career.

Mr. Lorimer then went to Colby University, located at Waterville, Me., where he pursued a course in English literature. On completing his studies he went to Boston and worked for some time on the *Evening Post* and other daily newspapers. While still engaged in journalistic work in that city he was urged by a friend to apply to Cyrus Curtis, the publisher of the Philadelphia *Saturday Evening Post* and *Ladies' Home Journal*, for a position upon the former publication, on the ground that such a publication would afford him an opportunity for the development of his literary tastes better than a daily.

Mr. Lorimer's application was favorably considered by Mr. Curtis, who, after diligent inquiry as to the young man's character and ability, engaged him as a writer upon the *Evening Post*.

When Mr. Curtis purchased this paper he offered the editorship to Arthur S. Hardy, who was then the United States Consul to Persia. Mr. Hardy had about decided to accept it when he was appointed to the consulship at Athens, where he had many friends, and he notified Mr. Curtis that he would be unable to accept his kind offer.

Mr. Curtis, having no else in the office to fill the position of editor, placed young Lorimer, temporarily, in charge. Within three weeks Mr. Lorimer had revolutionized the office, made a decided improvement in the paper, and inaugurated such an efficient administration of its affairs that Mr. Curtis concluded to retain him permanently in the position. Under his guidance the *Saturday Evening Post* has made great strides in popularity and in income. The paper to-day has a circulation of over 325,000, which, it must be admitted, is a remarkable record for the brief period in which the property has been held by Mr. Curtis.

Few people realize what it

means to conduct a literary weekly in these days of Sunday editions and cheap magazines. Scores of papers of this class, which up to a few years ago wielded a great influence and made money for their owners, have dropped out of

field is little short of the miraculous.

Mr. Lorimer has succeeded during the brief time that he has been connected with the *Saturday Evening Post* in making a large number of friends among the in-



GEORGE HORACE LORIMER.

sight. The literary weekly does not to-day occupy the prominent position that it once did, owing to the changes which have already been alluded to; therefore, for Mr. Curtis to achieve the remarkable success that has attended the *Saturday Evening Post* in this

fluent business men and writers of the country. He has been able on numerous occasions to secure exclusive articles for his paper from prominent men where others have failed. He has a decidedly pleasing personality, is a bright and entertaining conversationalist



and holds his friends when once he has made them, tenaciously.

It must be remembered that Mr. Lorimer is only thirty-three years of age at the present time. To have achieved so much in the few years of his young life is unusual to say the least. Virtually, he has already made two successes in life. He told Mr. Armour when he withdrew from his employ that within five years he would be earning as much money as he was then receiving. It is no violation of confidence to state that Mr. Lorimer is now paid a much larger salary than he got from Mr. Armour.

### THE MISSOURI VALLEY.



#### MISSOURI.

Kansas City—Star.  
St. Louis—Globe-Democrat, Post-Dispatch, Republic.

#### IOWA.

Des Moines—Leader, News, Capital.  
Sioux City—Journal, Tribune.

#### KANSAS.

Topeka—Capital, State Journal.  
Wichita—Eagle.

#### NEBRASKA.

Lincoln—News.  
Omaha—Bee, World-Herald.

#### MINNESOTA.

Minneapolis—Times, Journal, Tribune.

St. Paul—Dispatch, Pioneer Press.

#### NORTH DAKOTA.

Fargo—Forum.  
Grand Forks—Herald.

#### SOUTH DAKOTA.

Sioux Falls—Argus-Leader.

The above represents the choice selection of newspapers in seven States, viz., Missouri, Iowa, Minnesota, South Dakota, North Dakota, Nebraska and Kansas. It is believed that these papers are essential to an advertiser who wishes to cover fully and profitably their respective fields.

NOTE.—Suggestions are invited whereby this list may be changed so as to be better calculated to reach the people of these States without increasing the number of papers.

THE results of a successful matrimonial advertisement should appear in more than one issue.—*The Advisor*.

### A PUBLISHER'S INTERESTING ITEM.

A recent visitor to the bookbinding of Harper & Brothers was informed that so rich in value is even the waste of the gold leaf used in bookbinding that the "planing-off table" is furnished with a sort of wooden hopper covered with a wire screen through which the tiny particles of gold used in the decorations of the book covers sift and are carefully collected. This costly waste is then sold to regular brokers, who deal with jewelers and bookbinders for such material. The waste, on the average, comes to about 35 per cent of the entire amount of gold used, so that it will be seen that the gold so saved in an extensive bindery must amount to a large sum in the course of a year. It was stated at Harper & Brothers that the waste of gold on the cover of "The Right of Way," which is not at all garish in appearance, had amounted to several thousand dollars.

### ALPHABETICALLY QUALIFIED.

The following advertisement appeared in an issue of the London *Times* in 1842: "To widowers and single gentlemen—Wanted, by a lady, a situation to superintend the household and preside at table. She is Agreeable, Becoming, Careful, Desirable, English, Facetious, Generous, Honest, Industrious, Judicious, Keen, Lively, Merry, Natty, Obedient, Philosophic, Quiet, Regular, Sociable, Tasteful, Useful, Vivacious, Womanish, Zantippish, Youthful, Zealous, etc. Address X Y Z, Simmons' Library, Edgeware Road."

## Why Young Men Should Read PRINTERS' INK.

The importance of advertising is being more fully appreciated by the progressive business man of to-day. To understand advertisement writing, prepare copy for the printer and to know when and how to advertise will greatly increase the value of the services of any young man seeking a position in the commercial world.

*To the young business man starting out for himself the "Little Schoolmaster" will prove a veritable gold mine of ideas, suggestions and good advice.*

More good "horse sense" will be found in one issue of PRINTERS' INK than could be learned by listening to a five-hour lecture on advertising.

One year's subscription (52 lessons on business), Five Dollars,  
Sample Copies Ten Cents.

Address, with check,  
GEO. P. ROWELL & CO.,  
PUBLISHERS,  
10 Spruce Street, New York.

## THE SIMPLE PARAGRAPH.

Each month the *Western Editor* has an ad-setting contest in which its printer friends compete for prizes. The four specimens reproduced here are representative of about twenty that were submitted in the December competition. They furnish an instructive lesson in the uses and abuses of advertising display.

Display is a woefully misunderstood detail. As near as can now be ascertained, advertisements were first set in display to distin-

vertisers began to write them with regard to scare lines; they lost their paragraph style, consecutive flow, and became compilations of shouting phrases.

The "copy" furnished the *Western Editor's* clientele is representative of this later development of the ad. It is not a good kind of ad at all. It is not easy to read, easy to display to advantage, or easy to write. It has no pith or point, it says nothing new, is made up of stale phrases, tries to cover too many topics.

The trend of the strictly modern ad is toward the old form—the simple paragraph. Look into the city dailies and the magazines. The ads that stand out there are almost invariably paragraphs. They require no display, for they are meant to be read. The display of the old style ad is not good typographical art, though it has long been held in awe by compositors. The more exquisitely the different parts of such an ad are balanced in their little pens of border, the more difficult they are to read. The purpose of an ad is to be read—nothing more whatever. The thinking adwriter found this out ten years ago, since when he has fought battles with both the compositor and the meat market man. First he went to the market, found out the real inner facts concerning each phrase in such an ad, forgot the stereotyped ways of expressing them and built a live, terse paragraph from the material he had gathered around each one. He made a series—one ad about sausage, another about wall paper, another about hides, another about poultry. Then he stood over the compositor, forced him to use but a single black catch line, setting the body of the ad in one or two plain paragraphs. The compositor was in the height of the bent rule period about that time, and demurred, but by and by he caught the idea. Now, in all the cities where ads are set for large advertisers, the old school of display is almost forgotten. But it still survives in country offices, and this exhibit is an excellent illustration of how modern ads are not being written or displayed to-day.

**CHAMBERS' MARKET**

Fresh and Salt Meats Always in Stock We Make Our Own Sausage and Lard Public Patronage Solicited and Satisfaction Guaranteed	Highest Quality Pork and Poultry We also have Wall Paper Samples For one cent from which to order stock, and the price is right Highest prices paid for Hides and Poultry Public patronage solicited and satisfaction guaranteed
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**CHAMBERS' MEAT MARKET**  
E. L. PUTNAM, Proprietor.

**Chambers Meat Market**  
E. L. PUTNAM, Proprietor

Fresh and Salt Meats Always in stock

We make our own Sausage and Lard

We also have Wall Paper Samples For one cent from which to order stock, and the price is right

Highest prices paid for Hides and Poultry

Public patronage solicited and satisfaction guaranteed

**CHAMBERS' Meat Market**  
E. L. PUTNAM, Proprietor

Fresh and Salt Meat Always in Stock

We Make Our Own Sausage and Lard

Public Patronage Solicited and Satisfaction Guaranteed

**CHAMBERS' MEAT MARKET.**

Fresh and Salt Meats always in stock. We make our own sausage and lard. We also have wall paper samples for one cent from which to order stock, and the price is right. Highest prices paid for hides and poultry. Public patronage solicited and satisfaction guaranteed.

**H. L. PUTNAM, Prop.**

guish them from reading matter. Ads in papers of the early part of the last century were set in body type, with little else than italics, caps and small caps for contrast. In those days they were simple paragraphs, announcing that David Stuyvesant had received three hogsheads of rum from Jamaica, which he would sell upon Courteney's wharf at such and such a date.

With the introduction of display type—a comparatively modern invention—the form of advertisements underwent a change. Ad-

# SPECIAL ISSUES of Printers' Ink

The issue for February 5th will be mailed to every Boot and Shoe Dealer in the United States, numbering a total of 31,888.

The names will be taken from

The Shoe and Leather Reporter Annual.

**Press day, Wednesday, January 29th.**

The issue for February 19th will be mailed to a complete list of all General Advertisers in the United States, numbering a total of 15,000.

The names will be taken from the Reference Book of the Publishers' Commercial Union.

**Press day, Wednesday, February 12th.**

The primary purpose of these Sample Copy Editions is to induce new subscribers and additional advertising patronage for PRINTERS' INK, the Little Schoolmaster in the Art of Advertising.

Whoever has a proposition likely to interest these people can bring it to their attention by using the advertising pages of these Sample Copy Editions of PRINTERS' INK to better advantage probably than through any other channel.

## Advertising Rates:

\$100 per page;  $\frac{1}{2}$  page, \$50;  $\frac{1}{4}$  page, \$25.



Classified advertisements without display, 25 cents a line. \$1—4 lines, 28 words—may be worked into an effective ad among the classified columns.

ADDRESS ORDERS TO

**PRINTERS' INK**

10 SPRUCE STREET NEW YORK

# Special Issue of PRINTERS' INK to ≡ 29,780

**RETAIL DRY GOODS STORES**  
**in the United States**     

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**PRESS-DAY, JANUARY 8, 1902**

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These Sample Copies, which will be sent out with the regular edition of the paper, are designed to interest the advertisers addressed in the merits of newspaper advertising—as a means of increasing their business. It is also the hope of the Little Schoolmaster to secure many of them for yearly subscribers.

**Adwriters, Designers, Printers,  
Catalogue Makers, Engravers,  
Novelty Manufacturers, etc.,** 

may use this issue to greatest advantage. Their respective ads reach a large and growing element of American advertisers, who need the assistance of specialists at one time or another. They reach this class—the whole of them—through the classified columns of PRINTERS' INK for 25 cents a line. It's the cheapest rate of any medium published, considering quality and influence. The classified columns of PRINTERS' INK are considered by many to be better than display space. And it has often been shown that a one dollar ad—4 lines—28 words—inserted among the classified columns, continued to bring results years after its first insertion.

Advertising rates: Page, \$100; Half, \$50; Quarter, \$25.  
Display, by the line, 50c.; Classified, without Display, 25c.

Book your orders early to insure acceptance and position if such is required.

**Printers' Ink,** 10 Spruce St.,  
New York.

## HOW TO BECOME AN ADVERTISING MAN.

AN INTERVIEW WITH E. ST. ELMO LEWIS, INSTRUCTOR IN ADVERTISING AT THE PEIRCE SCHOOL, PHILADELPHIA.

*By John H. Sinberg.*

That the subject of advertising is destined to occupy a prominent place in the curriculum of the commercial school of the very near future is beyond a doubt. This is indicated by the fact that many colleges throughout the country are adding this branch to their departments of instruction.

Philadelphia is pre-eminently a city of schools and colleges of all kinds, and any innovation in its educational system is interesting. Such a departure was inaugurated in October of this year by Peirce School, one of the oldest and most successful commercial colleges in the country. At the outset it might be well to roughly outline the purpose of the course.

This branch of instruction, as a regular department of study in any school, in Philadelphia, at least, is something new. It is intended to meet the requirements of merchants, manufacturers and other proprietors who are advertisers of their own business; and of salesmen, bookkeepers, stenographers and other employees who desire to increase their earning capacity. It also affords a thorough preparation for those who desire to enter the field as advertising agents and specialists. The course is given in the evenings only, in order to afford to those who engage in business the opportunity to take it. Prior to the opening of this advertising school, all the Philadelphia papers carried advertisements about the course, and the enrolment of students was quite large, which would seem to indicate that there is a demand for such instruction.

I called on Mr. Lewis at his office, 518 Walnut street, and asked him to supply me with material for a story for *PRINTERS' INK*, and I gleaned the following information.

Mr. Lewis said:

"In the first place, let us look

over the field. The business men of this country are spending yearly, according to Government statistics, \$600,000,000 in advertising. Think of it! There are nearly one million business houses that are regular advertisers, and, to my mind, there is no business specialty that is more valuable to a young man or woman than a good working knowledge of advertising. It will assist the employee to a better paying position and more rapid advancement. A commercial education, supplemented by a practical knowledge of advertising, is the best kind of business capital. The profession of advertising writing is, as you well know, a most fascinating and lucrative field for any bright and energetic man or woman.

"The plan of the course is simple but comprehensive. Each student receives through the lectures a clear understanding of the subject of each lesson, and the lessons themselves are carefully prepared expositions of the different sections of the entire study. In connection with each lesson a problem is given, which must be worked out by the student. At first the problems are simple and easy, so as to get the student used to thinking advertising ideas and to writing business English. Then, as the lessons progress, and as each new subject is taken up, the lesson-problems require the student to apply all the principles previously learned, and whatever new principles the lesson in hand may demonstrate. These problems, as worked out by the student, are handed to the instructor, to be returned the following week with criticisms and suggestions. No text-books are required. The lessons, carefully prepared in type-written form, constitute an invaluable reference work on the subject of advertising, for use both during and after the course.

"Each lecture occupies from thirty to forty-five minutes, after which a half hour is spent in reviewing and explaining of any questions that may arise in the work of the students. The students are encouraged to an interchange of opinions, and the half

hour is spent in the exchange of ideas and the criticising of all kinds of advertising before the public. This thirty-minute session is valuable training in quick thinking, and learning how to express an idea in speech as well as in writing. Advertising men must be able to sell by word of mouth, as well as by written words, for advertising is but a branch of salesmanship.

"It is obvious that some are not fitted by nature to become advertising men. Common sense, originality, power of expression and knowledge of human nature are the essential qualifications. Although the instructor cannot impart originality to one who does not possess it, yet he can fan the spark that so often requires but a slight breeze to cause it to burst into a flame.

"The advertiser in the daily, weekly and monthly press is one of the shrewdest of men. He makes every dollar pay. The advertising course offers him the opportunity to become thoroughly familiar with the great machine that he is endeavoring to use for his business benefit.

"The salesman meets the public. This course helps him to learn how to tell the public what the public wants to know. It develops his talking ability, and it develops his powers to write as he talks. The salesman who can write ads as well as he can talk sales is worth 50 to 100 per cent more to his employer.

"The first three lessons are tests to determine whether the student is qualified to undertake the study and likely to pursue it successfully. Then follows the regular instruction, taking up the rudiments of adwriting and the instruction in what to say and how to say it; the subject of type and display; how to intelligently prepare copy for the printer; select paper, get estimates and read proofs. Of course, the student is given thorough instruction in all the branches of knowledge required of the man who should know how to prepare an advertisement for the printer, but it would require a long while to give

you the full facts. Suffice to say, that he is minutely instructed in all the details. Having covered the essentials of the printed advertisement, the student is required to turn to the essentials of illustrated advertisements. He is not taught to draw, but he is taught how to embody his ideas in a picture and give it to the artist. Each lesson has a problem for the student to work on. Then the student is required to turn his attention to his own workroom and to the methods by which he can make advertising effective and productive. This is a unique part of the course, and the lessons are the result of a long and careful study of the most successful system. Problems, pamphlets, forms, etc., go with these lessons. The part of the course which teaches 'advertising management' is prepared with the assistance of experts of great retail stores, advertising agencies and publications."

E. St. Elmo Lewis, the instructor in charge of the Peirce School Course in Advertising, was educated in Philadelphia, and attended the law school of the University of Pennsylvania for three years. He was for a time engaged in the printing and publishing business; has done a good deal of writing, and for the past five years has been in business as an advertising specialist. He is a great admirer of PRINTERS' INK, and in his office I saw bound volumes of the Little Schoolmaster dating back many years. He tells me that he reads every number now just as eagerly as when he first started in the advertising profession, and that he considers it the best publication of its kind in the world. He also publishes a PRINTERS' INK "baby," called "Lewis, Philadelphia," devoted to the discussion of matters pertaining to advertising.

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Get a catch phrase for your exclusive use—if you can catch one. They are more scarce than buffalo.—*Publicity by Specialists.*

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THE aim of the advertiser should be to offer better goods for the same money than others have been giving, or something better for more money—and tell why it is better.—*The Advisor.*

# Printers' Prize Ink

Seven years ago the Little Schoolmaster offered a sterling silver vase for the advertisement which was considered the best in setting forth the reasons why business people should read and subscribe for PRINTERS' INK. The competition extended over the greater part of a year, and the activity which it aroused among professional and amateur adsmiths was very gratifying. Nearly one thousand advertisements were submitted in all, and a majority of the specimens were superlatively good. They showed for one thing how dear the Little Schoolmaster is to the hearts of many business people, and, above all, they showed and demonstrated how grateful a subject the Little Schoolmaster is to write about. An interesting outcome was the lasting benefit which it brought to a number of bright young men, who were elevated by it into conspicuous notice, and since that time have made advertising their business, and some of whom have been signally successful. The Little Schoolmaster, having often in the past stimulated mental activity by prizes, has now resolved to propose the first prize contest in the new century as follows:

The terms of the competition for the PRINTERS' INK Prizes are as follows:

## 1

The adsmith desiring to compete shall prepare an advertisement, such as he believes is calculated to influence the reader of it to become possessed with a desire to subscribe for and read PRINTERS' INK—The Little Schoolmaster in the Art of Advertising.

## 2

When he has prepared his advertisement he shall cause it to be inserted in some newspaper. It does not matter in what paper or periodical it appears, who owns it, or what its circulation or influence, the only point insisted upon is that the adsmith who prepares the advertisement shall cause it to be inserted in a newspaper or periodical of some sort.

## 3

When the advertisement has appeared as above specified, the adsmith competing shall send by mail a marked copy of the periodical in which he has caused the advertisement to appear, said copy to be addressed simply PRINTERS' INK, No. 10 Spruce Street, New York.

## 4

The adsmith shall also cut out a copy of the advertisement prepared by him, and inserted as above specified, and shall send the same in a sealed envelope, under letter postage, addressed to the editor of PRINTERS' INK, together with his own name and address, and the name and date of issue of the paper or periodical in which the advertisement has appeared.

## 5

The editor of PRINTERS' INK will on his part receive the advertisements and papers sent as above and take due note of each.

## 6

In acknowledgement of and partial payment for such advertisement so submitted, a coupon shall be sent to the adsmith by return mail good for a copy of PRINTERS' INK, to be sent for one year to any person whose name is written across the back of the coupon when returned for redemption.

## 7

In the first issue in January, 1902, the best advertisement that has been submitted up to the date of going to press will be reproduced in PRINTERS' INK for that date, together with the name of the adsmith by whom it was prepared. The name and date of the paper in which it appeared will also be stated, and two additional coupons, each good for a year's paid in advance subscription to PRINTERS' INK, will then be mailed, one to the adsmith and the other to the advertising manager of the paper in which the advertisement had insertion. These additional coupons can be used as presents to some one likely to appreciate and be benefited by the weekly teachings of The Little Schoolmaster in the Art of Advertising.

## 8

In the issue of PRINTERS' INK for the week following, a second advertisement will be produced, being the best one sent in since the previous selection was made, and another in issue of PRINTERS' INK that follows, and so on until the competition is closed, and with the appearance of each of these issues, two additional coupons will be duly forwarded, each good for a year's subscription to PRINTERS' INK, to any address written on the back of the coupon when returned for redemption, one coupon being for



# Competition for 1902

the disposal of the writer of the advertisement for that week and the other for the business manager of the paper or periodical in which it appeared.

9

Whenever it is thought that the competition has proceeded far enough, and in any event not later than in December, 1902, there will be published in PRINTERS' INK the names and addresses of every adsmith who has been so fortunate as to produce an advertisement that has been thought superior to any other sent in during any single week, and from among these there shall be chosen the twelve whose advertisements are thought to be superior to each and all of the others submitted, and thereupon the twelve will be asked to supply each a photograph of himself, from which it will be possible for The Little Schoolmaster to have made half-tone portraits for reproduction in PRINTERS' INK, and on the week following there will be reproduced reduced fac-similes of the twelve advertisements thought most deserving, and from among the twelve three will be selected, those which are thought more deserving than either of the other nine, and to the constructors of these three will be paid over cash prizes as follows:

**\$100 to the adsmith who produced the ad that is deemed the best of all.**

**\$50 to the adsmith who produced the ad that is second in merit.**

**\$25 to the adsmith who produced the ad that is third in merit.**

10

Of the twelve papers or periodicals in which these best twelve advertisements appeared, the six that are credited with the largest circulation in the latest issue of the American Newspaper Directory shall each be entitled to the free insertion of a full-page advertisement in PRINTERS' INK, for which the net cash price is one hundred dollars, said page advertising to be used when wanted within six months after the awards have been announced.

11

Every adsmith will make up his advertisement in his own way, and give it such space and display as he sees fit. It will be noted that every competitor will be entitled to a year's subscription to PRINTERS' INK, as part

pay for his advertisement, even if he fails to secure one of the cash prizes, or to be one of the twelve who achieve prominence for unusual merit.

12

There is no limit to the number of times that may be essayed by one adsmith. He may, if he chooses, make a new trial every week while the competition is open. Should one man construct all of the three advertisements that surpass the others in merit, there is no condition of the contest that would forbid the giving of all three prizes to one man.

Adwriters everywhere will be interested in the progress of this prize competition and in taking note of the genius and ability exhibited by the adsmiths, amateur or professional, who take a part. An opportunity is thereby offered to bright men to obtain an amount and quality of publicity which money could not be easily made to buy.

Amateur adsmiths will not fail to note that the prize competition offers a rare opportunity to have their successful work passed upon, not only by the Little Schoolmaster in the Art of Advertising, but by all his pupils everywhere, and the class includes the successful advertisers of the civilized world.

The ads which the prize competition for 1902 calls for need not necessarily be display ads—they may be short essays, if one so prefers, published as provided in the conditions already set forth.

No one is barred from competing. Ad experts, editors, printers, business people, especially young men, are expected to compete. Mere wordings and fine writing may have much less show than the rugged, homely expression of the less literary talent. What is wanted are true, strong, virile statements of facts. The principal fact to be emphasized is why a business man, especially a young business man, should read PRINTERS' INK.

## BERLIN LETTER.

American novelties are the rage in Germany. The Christmas buyers swarm about the booth exhibiting "American made" novelties, while new branch houses are being established in various parts of this city by American agents. It is the Christmas trade which shows how popular the American products are in Germany. The Reichstag, in the course of the tariff discussion, complained of the prejudice in favor of the foreign made articles and novelties, especially referring to the American invasion. One of the principal reasons for this popularity of American novelties is the revolution now taking place in newspaper advertising. All the dignified, staid old journals were astounded the other day when a bright American "imitation diamond" dealer bought up the entire title page of a prominent Berlin daily to advertise the merits of his goods. It was called "journalistic heresy," and the local club of newspaper writers called a meeting, at which the propriety of such advertising methods was discussed. But other advertisers are following the example recently set by the "Amerikaner." So strong was the rush upon the two establishments of the "Tait Diamond Company" that the concern was obliged to open two more branches. These stores are thronged from morning until 9 o'clock at night with social swells, well dressed ladies and all who wish to decorate themselves with the "paste diamond" which "defies detection."

But I have noticed one sad experience which American firms have had and which has prevented their doing business in Germany. The German merchant as well as the general consumer and customer is a truth-loving individual as a rule. A number of Americans only recently ran afoul this uncompromising characteristic and were obliged to return home bag and baggage without making a conquest. One patent medicine firm started out in the habitual fashion of advertising his wares by means of circulars with

glaring prints and highly colored testimonials. But a few copies were distributed before the agent discovered that German custom was not to be captured in that manner, and the entire lot of circulars was cast into the basket.

Another block which Americans stumble against is the German contract system. All business transactions, deliveries and sales of goods, be the quantity small or large, are made with explicit contract stipulations. To break a contract with a German importer or merchant is to lose his respect and at the same time his trade. Business methods are much more conservative and of the red tape order in Germany than in the United States, and consequently the impression has been created in importing circles and tradesmen who have ordered goods from the United States that there is a rather low standard of business ethics in the Union. It has also provoked distrust, which every American who ventures into the German field encounters as soon as he attempts to make a sale.

Another drawback to the American trade is the scarcity of good American branch managers or agents who are familiar with German peculiarities and master the language. Frequently American firms send agents hither who have not the faintest knowledge of the Fatherland tongue and consequently must rely upon interpreters. Nine times out of ten it is fatal to trust to German agents or merchants in order to introduce American wares or novelties. Armour, Swift, Deering, the large packers, machine manufacturers and makers of agricultural implements make use of domestic agencies and salesmen, but their business is carefully superintended by Americans or German-Americans who have spent most of their lives in the United States. The American who comes here to introduce his goods is, moreover, soon taught that it is necessary to conduct his business on American lines if he wishes to be successful. The two largest department stores in Berlin, Wertheim and Tietz, are conducted on the American

scale. It seems like dropping into Carson, Pirie, Scott & Company or Siegel & Cooper to visit either of these establishments. Both are built in the most handsome architectural style, with lighting effects which might convey a lesson or two to those in the States who are interested in attractive illumination. But it is hardly necessary to add that both these houses were formerly operated by department store specialists from the United States who were brought here to inaugurate "Yankee ways."

Among the successful business houses in Berlin are the Luxfer Prism Company, of Chicago; Worthington Pump Company, Sturtevant & Company, Chesebrough Manufacturing Company, Niles Tool Company, Walter A. Wood Machinery Company and the McCormick's.

All these American houses either occupy large buildings or have leased conspicuous corners, and it is no exaggeration to say that these American-furnished stores are the handsomest and most attractive in the German capital city. Other merchants come to study and imitate.

One of the leading American managers here said to your correspondent: "It is wonderful how the Germans take up everything American. Almost all kinds of novelties are successful. But the American who wishes to extend his trade to Germany must beware lest he falls into the pitfalls of others who were unable to realize that the German cannot tolerate deception or loose business methods. Deceive a German customer once in the quality or the alleged merits of goods and he will never return. Consequently all bogus novelties and articles might as well be kept at a distance, for they will be exposed at once. Legitimate and aggressive advertising is permitted and goes with the German masses. But exaggerated claims, glaring headlines and such have not yet been successfully employed here."

Inasmuch as the commercial and business relations between the United States and Germany are perhaps closer than between

any other two countries and promise to become much more intimate upon the domestic markets, it might be interesting to explain how trusts and corporations are manipulated in Germany. The German Kartel and syndicate is really an ingenious, powerful and highly developed institution. It is due to this co-operation among all branches of industry, manufactures and trade that Germany made such tremendous progress in its export movement, and during the last half decade has been second only to the United States in commercial conquests made in foreign markets, especially in Asia, Australia, Indies, South America and the continental European markets. Each branch of industry and manufactures is governed by a separate kartel, which in turn is governed by one central organization, so, that the system has all the effectiveness and organization of an army with its rank and file, its various detachments of service, line officers and finally the central staff of commanders. This central organization controls the output, the price and export movement of German commerce. Its power is so great that the Standard Oil seems a dwarf compared to it. Frequently bitter complaints are made by home consumers that the syndicates dispose their products cheaper in foreign markets than at home in order to develop their exports. The coal, sugar, malt, whisky distilleries, breweries, iron and steel mills, textile industries, machinery manufacturers, and indeed all branches have their own syndicates, which have command over every separate establishment and dictate the amount to be produced for the home and foreign markets. These syndicates are the creatures of the central organization, and all work together as harmonious as a clock. It is hard on German labor and commerce, but German commerce and prices are enhanced, and that is the main consideration. Some of the hardships imposed by these kartels upon the domestic consuming public were exposed recently in the tariff debates in the Reichstag.

The clamor resulted, several days ago, in an announcement from the coal and spiritus syndicates that the market prices would be lowered for the next fiscal year.

One should sit in the tribunes of the Reichstag and listen to the tariff debates in order to realize how deeply the apprehension of a wholesale invasion of American trade exists among German merchants, manufacturers and business interests. Whenever a speaker has exhausted his arguments he always falls back upon the "American Peril," and arouses intense excitement when he warns his colleagues that they should vote for a tariff bill still more prohibitive than that now lying before the chamber. It is the American trust which is berated and labelled as an unwholesome element in European trade. Nevertheless, Germany is to-day ahead of the United States in the development of trusts. Competition still affords opportunity for small enterprises and capital in the United States, but here it is stifled by the "cut and dried" orders of the kartel.

According to your suggestion, I interviewed a number of the leading business men here, notably John Muller, of Walter A. Wood & Company, and the manager of the McCormick Company branch, as to the prospects of American trade in the event of the enactment of the ultra-protective tariff bill which is especially aimed at the American trade. The invariable response is that although it will create hardships it cannot prevent the American from continuing his invasion. The rich resources of the United States, its intelligent workmanship, superior quality of goods are factors which are expected to outbalance the discriminations imposed by the tariff against American machinery, novelties, raw materials and numerous other articles which have found favor here. "The tariff should not frighten any American or restrain him from entering the German market," is the cheering response. C. A. LUHNOW.

Don't depend too much on precedent. A style of advertising that brought success to one advertiser may bring failure to another.

## ART IN ADVERTISING.

A display of commercial art at the advertising bureau of Marshall Field & Co.'s retail establishment, devised for the purpose of instructing the store's section managers along artistic advertising lines, illustrates the magnitude of modern advertising.

The original idea of Mr. Warren, head of the department of publicity, was to make this exhibit private—in fact, solely for the instruction of house employees, but the merit of the collection interested advertising managers throughout the city. The feature of the display was a collection of original conceptions, consisting of posters, wash drawings, pen drawings, crayons and three-color work photography. While the space occupied by the display was comparatively small the showing represented a cost of fully \$250,000.

Mr. Warren's plan was to exhibit this collection that section managers might gather new ideas of commercial art and use them to advantage in illustrated advertising. With this end in view, the display was not confined to matter used by Marshall Field & Co., but included the best work employed by other large State street advertisers. As a souvenir of the occasion Mr. Warren prepared a clever disquisition on "ideas," the real basis of good advertising either descriptive or illustrated. It is headed "ideas"—a souvenir thought from the art exhibit of the advertising bureau of Marshall Field & Co., Chicago, September, 1901:

"Ideas are as essential to progress as a hub to a wheel, for they form the center around which all things revolve. Ideas begin great enterprises, and the workers of all lands do their bidding. Ideas govern the governors, rule the rulers and manage the managers of all nations and industries. Ideas are the motive power which turns the tireless wheels of toil. Ideas raise the plow-boy to President, and constitute the primal element of the success of men and nations. Ideas form the fire which lights the torch of progress, leading on the centuries. Ideas are the keys which open the storehouses of possibility. Ideas are the passports to the realms of great achievements. Ideas are the seeds which make possible the harvest. Ideas are the touch-buttons which connect the currents of energy with the wheels of history. Ideas determine the bounds, break the limits, move on the goal, and awaken latent capacity to the successive sunrises of better days."—Chicago Dry Goods Reporter.

## JOHN KNOWS IT.

A newspaper whose columns overflow with advertisements of business men, has more influence in attracting attention to building up a town than any other agency that can be employed. People go where there is business. Capital and labor go where there is an enterprising community. No power on earth is so strong to build up a town so well as a paper well patronized, and its power should be appreciated. The man who overlooks his town paper injures himself by injuring his town and townsmen.—John Wanamaker.

## DUE TO ADVERTISING.

Chicago people believe, with apparent reason, that the surprising growth of their city is largely due to their confirmed habit of advertising its advantages. At a recent meeting of enterprising business men it was decided that an effort should be made to bring to Chicago some of the manufacturing establishments which are no longer prosperous in Europe, and some of the European capital which is seeking investment. After considering the means of publicity the promoters of the project resolved to advertise Chicago in the leading newspapers of the principal cities of Europe.—*Philadelphia Record*.

## PUBLICITY IS NECESSARY.

No matter how superior an article may be or how great may be the people's advantage in dealing at a particular store, the proprietor's business will not reach anything like its possibilities unless the public shall be informed of the facts day after day. There can be no large trade without publicity. As to the methods of publicity, all experience shows that newspaper advertising is not only the most direct and effective, but also the cheapest.

## ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$20 a line. No display other than 1-line initial letter. Must be handed in one week in advance.

## ALABAMA.

THE EAGLE, semi-monthly 4 pages. Send for rates. A. R. DAVISON, Pub., Kennewick, Ala.

PRACTICAL WEATHER. Published once a month. Publishes Dunn's famous Forecasts of the weather, the most accurate and reliable long range forecasts ever appearing in print, based on terrestrial meteorological data, and on as sound scientific principles as those of our National Weather Bureau's. It also publishes interesting articles on the philosophy of the weather.

PRACTICAL WEATHER circulates in every State, also Canada and Mexico and our new possessions. It also goes to India, Australia, and nearly all the countries in Europe. It has some of the best intelligence of the world among its subscribers, representing almost every profession, trade and calling. It is truly cosmopolitan and an A1 advertising medium for this and foreign countries. Rates for advertising furnished on application. Address PRACTICAL WEATHER PUBLISHING CO., Montgomery, Ala.

## ILLINOIS.

THE JOURNAL OF THE SCIENCE OF OSTEO-PATHY. DR. J. M. LITTLEJOHN, President Am. College of Osteopathic Medicine and Surgery, editor. 1 Warren Ave., Chicago, Ill.

## INDIANA.

THE FREEMAN is read by over 80,000 negroes each week. Its circulation is national and an excellent mail order medium. It is supreme in this field. GEO. L. KNOX, Pub., Indianapolis.

## WISCONSIN.

DODGE COUNTY FARMER, Beaver Dam, Wis. Stock raising and farming. Circ'n 1900, 1,416.

## CANADA.

CANADIAN ADVERTISING is best done by THE E. DESBARATS ADVERTISING AGENCY, Montreal.

## CLASS PAPERS.

## ADVERTISING.

PRINTERS' INK is a magazine devoted to the general subject of advertising. Its standing and influence is recognized throughout the entire country. Its unsolicited judgment upon advertising matters is of value to intelligent advertisers as being that of a recognized authority.—*Chicago (Ill.) News*.

PRINTERS' INK is devoted exclusively to advertising—and aims to teach good advertising methods—how to prepare good copy and the value of different mediums, by conducting wide open discussions on any topic interesting to advertisers. Every subject is treated from the advertiser's standpoint. Subscription price \$5 a year. Advertising rates, classified 35 cents a line each time, display 50 cents a line. 1/4-page \$25, 1/2-page \$50, whole page \$100 each time. Address PRINTERS' INK, 10 Spruce St., New York.

## 'BOTTLING.

If you wish to reach the bottling trade of this country, advertise in the AMERICAN CARBONATOR AND BOTTLER, 67 Liberty St., New York. Established in 1881.

## Displayed Advertisements.

Must be handed in one week in advance.

THE HUMOROUS BOOK,  
"What Happened to Wigglesworth,"

by W. O. Fuller of the Rockland (Me.) COURIER-GAZETTE—circulation 4,000—is in its 3d edition, selling lively and its publishers (Dickerman, Boston,) say it will go to 100,000. It's good reading.

## The Frost (Minn.) Record

is a country weekly that is held in high esteem by its readers, who are a thrifty and prosperous class of people. It is a good advertising medium to reach the country population who are settled in this part of the United States noted for its famous wheat fields.

Write *Gordon & Gotes* as to

Advertising in Great Britain.

15 St. Bride St., London, England.

Do you want to reach the best people in the United States, who HAVE money to spend? If so

## ADVERTISE IN

## The Church Eclectic

(The ONLY Monthly Magazine of the Protestant-Episcopal Church.) Circulates in every principal city of the Union and in thousands of the nicest and best appointed country homes. Address Advertising Mgr. "THE CHURCH ECLECTIC," 144 Times Building, New York, N. Y.

EVERYONE WHO  
KNOWS ANYTHING  
ABOUT BUFFALO  
KNOWS THAT  
THE EXPRESS  
IS ITS  
LEADING PAPER.



1890

1901

**Thirty Different Church Magazines**  
published for thirty leading Churches of different denominations in Philadelphia, New York, Washington, Boston, Buffalo.

**ADIFFERENT MAGAZINE PRINTED EACH DAY OF THE MONTH**  
for a different Church—the 30 in 30 days.

**AN EXCELLENT ADVERTISING MEDIUM**  
for the general advertiser. Used and indorsed by the best firms. Carry the following ads: Pears' Soap, Ivory Soap, Baker's Chocolate, Van Houten's Cocoa, Campbell's Soups, Hire's Root Beer, Electro Silicon, Knox's Gelatine, Uneeda Biscuit, Winslow's Syrup, Oakville Co. and many others, on annual contracts. These journals pay such advertisers and will pay you. Send for specimen copies and rates to

**THE CHURCH PRESS ASSOCIATION**  
300 South 10th St., Philadelphia, Pa.



When you advertise in a paper you want

## A Reacher and A Grasper

To bring the desired results these two qualities must go together. Of what use is a fisherman with a fine pole and a long line if he doesn't land his fish? We land the trade for you.

## Chester Times

Guaranteed Circulation over  
**7,500 Copies Daily.**

**WALLACE & SPROUL, Pubs.**  
**CHESTER, PA.**

NEW YORK REPRESENTATIVE:  
F. R. NORTHRUP, 220 Broadway.

**ACCORDING TO THE**  
**American**  
**Newspaper Directory**  
for June, 1901

— THE —  
**St. Paul Weekly**  
**Volkszeitung**

is credited with  
the  
**Largest Circulation**  
accorded to any  
German paper in Minnesota.

**The Total Population**  
OF  
**ST. PAUL, MINN.**  
IS 165,000.

== **33%** ==

of this population  
are  
**GERMANS.**

**The Daily Volkszeitung**  
COVERS THIS FIELD  
EXCLUSIVELY.

### The St. Paul Daily and Weekly VOLKSZEITUNG,

being independent and having unexcelled facilities for news getting, are read by all Germans regardless of their religious or political ideas.

**Volkszeitung Ptg. & Pub. Co.**

**Saint Paul, Minnesota.**

**ALL STAYERS**

Every advertiser from whom I have obtained a tentative order since the reorganization of the management of the . . .

**HOME  
MAGAZINE****OF NEW YORK**

has become a permanent user of the publication: Proof of the pudding, etc., etc. . .

**Present Circulation,****75,000**

Of which 45,000 are paid-in-advance subscribers.

The HOME MAGAZINE of New York is a Magazine for the HOME. You know as well as I do, that that is the best kind of circulation to sell goods. Get rates from your agent or send direct to me. . . . .

**CHAS. D. DICKENSHEETS**

Advertising Manager

116 Nassau Street, New York.

**HOME MAGAZINE PUBLISHING CO.,**

93-99 Nassau St., New York City.

**RIPANS**

I have used Ripans for several years in my general practice as a first - class extempore remedy for late diners' distress, and have carried them in my vest pocket in the little paper cartons. At banquets and at lodge meetings I have often passed one to an adjacent brother.

At druggists.

The Five-Cent packet is enough for an ordinary occasion. The family bottle, 60 cents, contains a supply for a year.

**7,000 HOMES** are reached by the  
**TRENTON TIMES,**  
Trenton, N. J., that  
cannot be reached by any other advertising medium.

**11,350** IS THE AVERAGE CIRCULATION, and  
7,000 of these papers supply the entire demand  
in 7,000 households for a daily paper. No OTHER  
PAPER IS TAKEN. No paper in the world is more  
nearly "the whole thing" in its territory than the

**TRENTON (N. J.) TIMES****THE ADVERTISERS ARE CROWDING  
THE JOLIET DAILY NEWS**

We are pleased with the substantial compliments bestowed upon this paper in advertising contracts. It never had so many. But one suggestion: Do not crowd us for full position. We desire to render the best possible service and ask all for an option of next to reading matter.

**H. E. BALDWIN, Advertising Manager.**



## A Special Bargain for Mail Order Dealers.

### Beautiful **MYOKIA** Diamond.

This Picture shows you our beautiful **MYOKIA DIAMOND GEM GOLD RING** in a handsome plush box. This ring is made of duplex laid gold and the mounting is a superb fac-simile **Diamond**. Bears such close resemblance to a real diamond that it is quite equal to a **Diamond of the first water** so far as the purpose of ordinary usage is concerned. Experts are puzzled at the remarkable process of creating this simulation stone, which sends forth innumerable scintillations that dazzle the eyes of all beholders. We call this the "**Myokia Diamond Gem**," a trademark for the wonderful fac-simile production. It is made to wear for years, and the same care should be given it as to a real gem. This beautiful ring may be given as a present to mother, sister, wife or sweetheart, and will be appreciated as a token of high esteem or memento of truest love. To all ordinary appearances it is like the very costly diamond rings sold in the metropolitan jewelry stores. If you secure this ring and do not need it yourself you can easily sell it.

The ring and box above described cost us \$15 per gross. They are suitable and excellent premiums for the "goods on credit" plan. We offer them in gross lots at \$25 per gross, that is, one gross of rings and one gross of boxes for \$25, about one-half the manufacturer's price in hundred gross lots. A sample box and ring sent to prospective customers for 25 cents postpaid. Address



THE C. E. ELLIS-COMPANY, 713 Temple Court, N. Y.

## WE OFFER A **BARGAIN** IN

### Ladies' Beautiful Watch Chains

We offer to advertisers beautiful Watch Chains for Ladies, in four styles, which cost us in large quantities \$57.60 per gross. To close them out (we have about thirty gross) we will sell them at \$30.00 per gross. ♦ ♦ ♦ ♦

**FINE GOODS FOR  
MAIL ORDER MEN**

SAMPLE CHAIN,  
POSTPAID,  
FOR 40 CENTS

Address

THE C. E. ELLIS COMPANY

713 Temple Court, New York

# If You Want Good Names

We will give you the name and address of every farmer in Iowa who owns his own farm and tell you how many acres he owns.

We will give you the name of every stock man in Iowa—that is every man in Iowa owning 25 cattle or 25 hogs or over 100 sheep and tell you how many head he pays taxes on.

## FEED GRINDER, WINDMILL, STOCK FOOD, FARM SCALE, STEEL TANK PEOPLE,

besides hundreds in other lines could use these to advantage. We can give you the name of every sheep man in Iowa. We have made a complete copy of the assessors' books for every township in the state.

Following is a sample of the actual names from the list. Every list is sworn to as being an actual and correct copy of the assessors' books:

NAME	POSTOFFICE	LAND	HORSES	CATTLE	HOGS
H. G. Brown.....	Sigourney.....	865.....	2.....	19.....	6
Joseph D. Robbins..	Hastings.....	1386.....	20.....	25.....	60
Dan Haley.....	Promise City.....	560.....	8.....	116.....	92
B. Bracewell.....	Allerton.....	638.....	9.....	132.....	125
E. Naylor.....	Genoa.....	560.....	11.....	157.....	90
F. H. Archer.....	Riverton.....	.....	6.....	234.....	31
F. M. King.....	Red Oak.....	837.....	9.....	64.....	75
F. M. Gardner.....	Grant.....	.....	6.....	242.....	110

## These Names are Valuable to You!

Would you not like to have the name of every farm owner in Iowa? Or if you are in certain lines possibly you want names of live stock men.

We can make up a list of any kind.

We guarantee them to be correct. Every list is sworn to.

Write us and state what kind of people you want to reach and we will quote price and tell you how many there are in Iowa.

If you have a good proposition for farmers get a list of these people and place it before them.

The trouble with circularizing has been that so small a per cent of those reached were interested. We can select you a list here and you know absolutely everyone is interested. TRY THEM.

## ..Patent Medicine People..

We can give you the name and address of 250,000 Iowa farmers and guarantee addresses to be correct.

Our list has been compiled during last eight weeks and is correct. It includes every tax-paying farmer.

You could not find fresher, or better names.

We will sell but few copies of this list, and to nobody who is in the same line as a concern which has already bought names.

We compiled the list for our own use; and wish to get part of our money back but do not want to sell so many copies as to make the list worthless to us. We wish to keep it just as exclusive as possible.

Write us stating what class of farmers you want to reach and we will quote price.

—ADDRESS—

## FARMERS TRIBUNE, Des Moines, Iowa.

P. S.—Remember the Tribune when making up your list of agricultural mediums. 30,000 copies guaranteed. "No better field than Iowa. No better medium than the Tribune." Write for sample and rates.



*New England's Greatest Afternoon Paper.*

**CIRCULATION ADMITTEDLY  
THE LARGEST!  
RESULTS UNQUESTIONABLY  
THE GREATEST!**

"We believe **THE TRAVELER** one of the  
"best advertising mediums in Boston."

—*Great Atlantic & Pacific Tea Co., Jan. 17, 1901.*

"We consider **THE TRAVELER** one of the  
best mediums for advertising in Boston.  
Our largest ads are always found in your  
paper." —*Continental Clothing House, Jan. 1, 1901.*

## The Boston Traveler.

**LEADS IN ADVERTISING!  
LEADS IN CIRCULATION!  
LEADS IN FEATURES!**

Boston newsdealers sell more **TRAVELERS** every day than Transcripts,  
Heralds, Journals and Records combined.

*Circulation Sworn to, Covering every  
issue Sept., Oct. and Nov., 1901:*

**67,969**  
**COPIES DAILY.**

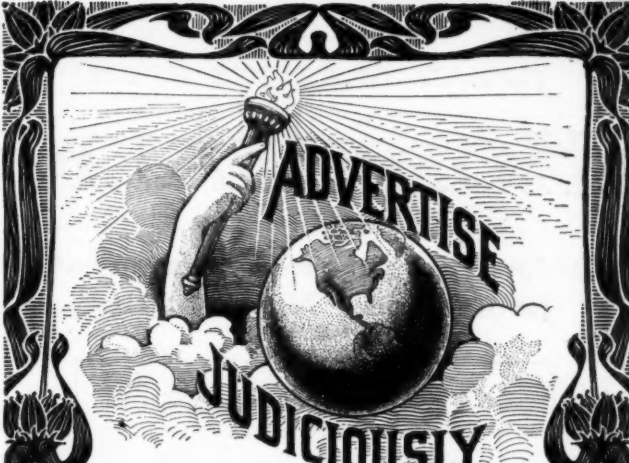
Flat rate, 12½c. a line. All extras waived, giving  
an advertiser a chance for his life!



**S. C. BECKWITH SPECIAL AGENCY,**

SOLE AGENTS FOREIGN ADVERTISING,

43-44-45-47-48-49 Tribune Bldg., New York. 469 The Rookery, Chicago.



**ADVERTISE**  
**JUDICIOUSLY**

**LORD & THOMAS**  
Newspaper. Magazine  
and Outdoor Advertising  
*Chicago ~ New York*

Have Designing Department,  
Advertisement Writing De-  
partment, Printing Depart-  
ment and employ experts to  
facilitate the prompt prepar-  
ation of effective advertising.

---

A Third of a Century of Success

**GREAT BENEFITS FROM**  
**HOME TALK**

---

**Only reputable advertisements  
printed in "Home Talk."**

**GLOVE-FITTING CORSETS.**

LANGDON, BATCHELLER & Co.  
345-347 Broadway, New York City.

*Mr. Wm. H. England, Editor of "Home  
Talk," New York City:*

DEAR SIR—We take great pleasure in saying that the advertisement we have had in "HOME TALK" has been of great benefit to us. We find our customers appreciate this mode of advertising, and hope, as soon as our appropriation is fixed, we will renew our contract with you.

Yours very truly,

LANGDON, BATCHELLER & CO.

H. D. MILLER.

*Dict. H. D. M.*

**Why don't you try**

**HOME TALK**

---

**Advertising Rates \$1.00 per Agate Line.  
Sample copy on request.**

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**HOME TALK, 325 Temple Court, N. Y.**

**ALL**

advertisers who desire to  
cover the Chicago field  
must

**USE**

the paper that is read in the  
homes of the people,

**The  
Chronicle**

It covers Illinois, Wisconsin,  
Iowa, Northern Indiana  
and Southern Michigan.

*There is but One Newspaper in Rochester*

that has a larger circulation than

# THE ROCHESTER TIMES

ROCHESTER, N. Y.,

and that one is a morning paper.

THE TIMES daily average circulation has increased more than 3,300 during the past four months.

THE TIMES circulation covers a trade area of more than half a million people.

THE TIMES reaches the buying population of Rochester and its vicinity towns.

THE TIMES is the Rochester paper\* for advertisers to use.

THE TIMES New York representative is R. J. Shannon, 1510 American Tract Society Building.

Everybody in Rochester and vicinity is talking about THE TIMES.

H A V E   A   L O O K.



# HAPPY NEW YEAR

**H**AVE you made any new resolutions for 1902? Have you concluded to break away from the old fashioned method of buying on credit? Have you ever stopped to consider the many dollars you paid for the privilege of taking sixty to ninety days on a bill of goods?

Some time, at your leisure, compute your last year's purchases at my prices, and if the saving is not enough to buy a new Sunday outfit for every member of your family, I will be very much disappointed and won't expect to hear from you.

Try me on a small order. The fellow with 25 cents to spend is just as welcome as the twenty-five dollar man, but both must produce the money in advance, otherwise I hold on to the goods.

When a customer is dissatisfied, I cheerfully return the cash and pay all charges for transportation. If it is worth the risk send for a copy of my price list.

Eight thousand customers, spread all over the world, who thought enough of me to send me eighty thousand orders, are sufficient guarantee that my goods are all right.

ADDRESS

**PRINTERS INK JONSON,**

17 Spruce Street,

New York City.

# The Philadelphia INQUIRER

During the Month of November, 1901,  
Printed More Paid Advertising Than Any  
Other Newspaper in the United States,  
As is shown by the following table giving the  
total number of agate lines of advertising con-  
tained in each of the newspapers mentioned.

## Inquirer, PHILADELPHIA 739,800

World, New York . . . . .	647,855
Tribune, Chicago . . . . .	633,003
Eagle, Brooklyn . . . . .	606,249
Evening News, Chicago . . . . .	586,308
Record, Philadelphia . . . . .	583,200
American, Baltimore . . . . .	549,775
Globe, Boston . . . . .	517,200
Post-Dispatch, St. Louis . . . . .	503,229
Journal, New York . . . . .	467,095
Republic, St. Louis . . . . .	415,569
Plain Dealer, Cleveland . . . . .	386,350

Although the above list is a very comprehensive one and includes nearly all the leading newspapers of the country, there are some whose figures were not available at the time of going to press, that are necessarily omitted. It is without doubt, however, that their advertising totals for the month fall far below The Inquirer's grand record, and it is beyond dispute that in point of volume of paid advertising printed last month

## THE PHILADELPHIA INQUIRER LEADS THE ENTIRE COUNTRY

It is because advertisers have learned that Inquirer Ads always bring positive results, and represent money profitably invested.

## THE PHILADELPHIA INQUIRER

1109 Market St., Phila., Pa.

NEW YORK OFFICE  
Nos. 86-87 Tribune Building

CHICAGO OFFICE  
308 Stock Exchange Building